

Estate planning & wills



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GET INVOLVED BY: Wednesday, September 25, 2019
MATERIAL DUE: Wednesday, October 23, 2019
INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Proposed topic highlights:

The subject of protecting loved ones in the case of disability or death may be difficult to broach, but it is an important step towards eliminating the uncertainties that can come along with major life events. Putting a plan in place can help to avoid potential long-lasting and costly impacts that can accompany the process of settling your affairs.

- WILLS** – Reducing the risk of assets going towards covering capital gains taxes and probate fees.
- PLANNING AND ADVICE** – Common wealth transfer challenges and expert advice.
- LIFE INSURANCE** – Life insurance as an estate-planning tool.
- LEGACY GIVING** – Philanthropy and charitable giving.
- TECHNOLOGY** – Technology tools for the estate planning process.

GET INVOLVED TODAY. CONTACT:
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REACH YOUR TARGET

IN PRINT
1,148,000
READERS IN THE PRINT EDITION

1,730,000
READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE
7 MILLION
MONTHLY UNIQUE VISITORS
(Globe and Mail multi-platform)
Source: comScore Q2 2017

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

WITH POWERFUL INTERACTIVITY RESULTS...

35% HIGHER READING TIME

OVER 2 MINUTES ON SPECIAL REPORT ARTICLES
VS. GAM SITE AVERAGE

3X HIGHER CTR

ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to see a previous feature on this topic



Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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