

ONLINE EDUCATION



PUBLICATION DATES: Friday, November 1, 2019

GET INVOLVED BY: Friday, October 11, 2019

MATERIAL DUE: Friday, October 18, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Institutional learning is no longer confined to a physical classroom. This is good news as more people look for alternative and convenient ways to earn degrees and update skills. At the same time, schools are looking at attracting students from across the country and around the world. This special editorial report discusses the latest trends in online education.

TENTATIVE TOPICS INCLUDE:

- The growth of online learning in Canada
- Case studies of students doing online degrees through Canadian institutions
- Student's guide to selecting the online program that will be right for them
- The online connection for international students

For additional information, contact

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REACH YOUR TARGET

ONLINE: National

globeandmail.com

4.3 MILLION

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe and Mail + Globe Alliance

18.6 MILLION

MONTHLY UVS

Source: comScore Q2 2018 average, multi-platform

PRINT: National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- 1 in 4 or 127,000 students currently enrolled in online education programs read the Globe and Mail on print or digital every week. Students enrolled in online courses are 30% more likely to read the Globe and Mail.
- Further extend your reach with the Globe Alliance, connect with 88% or 348,000 students currently enrolled in online courses with The Globe Alliance.

Source: Vividata Fall 2018, Globe and Mail Print/Digital Weekly Cume, comScore Plan Metrix December 2018, Globe Alliance.

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

Editorial Reports and Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

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

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.

EDITORIAL REPORTS AND SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as contextually-placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- EDITORIAL REPORT ARTICLES WILL APPEAR IN RELEVANT SECTION, SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE + 300,000 digital impressions	\$26,000
TWO-THIRDS (2/3) PAGE + 300,000 digital impressions	\$19,500
HALF (1/2) PAGE + 300,000 digital impressions	\$16,900
THIRD (1/3) PAGE + 300,000 digital impressions	\$9,500
QUARTER (1/4) PAGE + 300,000 digital impressions	\$8,500
BANNER + 200,000 digital impressions	\$5,500
EIGHTH (1/8) PAGE + 300,000 digital impressions	\$4,500

- ALL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.
- IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.
- ONE MONTH DELIVERY.
- CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
Globe and Mail Sales Representative