

2019 NATIONAL  
SPONSOR CONTENT  
FEATURE

REPORT ON BUSINESS  
MAGAZINE  
AND DIGITAL

# ARTIFICIAL INTELLIGENCE



**PUBLICATION DATES:** Friday, September 27, 2019  
**GET INVOLVED BY:** Thursday, August 27, 2019  
**MATERIAL DUE:** Wednesday, August 28, 2019

**INVESTMENT:** Sponsor content or contract rates apply

In the coming years, artificial intelligence will touch every industry from manufacturing and farming to education and finance. Canadian universities and businesses are integral parts of this global breakthrough. To delve deeper into this phenomenon, Artificial Intelligence is planned for the October, 2019 issue.

Topics under consideration:

- Profiles of Canada's top universities and facilities in AI research and education
- How AI is providing better manufacturing processes, cleaner technology and smarter workplaces
- AI technologies for investment and banking institutions
- The role of AI policy makers and think tanks for Canada's economy

For additional information, contact

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## REACH YOUR TARGET

IN DIGITAL

**Globeandmail.com**

**4.3 Million**

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

IN PRINT

Report on Business magazine

**969,000**

PRINT READERS

**1,637,000**

PRINT AND DIGITAL EDITIONS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL  
DELIVERS YOUR BEST AUDIENCE:

- 1 in 2 or 861,000 ROB print and digital readers actively keep up to date with the latest developments in technology (i116)
- They are 78% more likely to be involved in technology related sectors for their companies (technology/information systems sector)
- Their households are always up to date with the latest technologies (i117)

Source: Vividata Fall 2018. Readership Study Total Canada. ROB Print and Digital readers

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

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**REPORT ON BUSINESS**

MAGAZINE

## 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

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

#### 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.
- SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE	\$28,000
DPS	\$46,500
½ PAGE	\$19,000
½ PAGE DPS	\$28,000

PRINT PLACEMENT SUBJECT TO AVAILABILITY.  
 ALL ABOVE RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP AND MOBILE WEB.

IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. 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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