

BUSINESS EDUCATION



PUBLICATION DATES: Fridays - August 23, November 16

GET INVOLVED BY: Fridays - July 26, October 18

MATERIAL DUE: Fridays - August 16, October 25

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Canadian universities and colleges continue to enhance the scope of post-secondary business education. Whether it's part-time, full-time, MBA, EMBA, diploma or certification, there is something for all educational objectives. These editorial Reports on Business Education will examine the academic trends, with an eye on assisting students as they select the program most beneficial to their career goals.

Tentative Topics:

- Niche and specialty MBA programs
- Programs available through colleges
- A look at offerings with an international focus
- The latest in thought leadership and research from business schools
- University vs. College – making the choice
- The growth of online learning
- Profiles of students in undergraduate, post-graduate and college programs

For additional information, contact:

ANDREA D'ANDRADE, Senior Manager, Special Products

adandrade@globeandmail.com

REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

18.6 Million

MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

IN PRINT

National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

OUR READERS ARE EDUCATED AND INTERESTED IN HIGHER LEARNING...

- 81% of readers have University+ educations; 33% more than the average Canadian
- 31% have post-graduate degrees, 2.2 times more than the average Canadian
- 18% of readers are managers on their way up

Source: Vividata Fall 2018 readership study National

ACHIEVE POWERFUL 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

NEWSPAPER AND DIGITAL

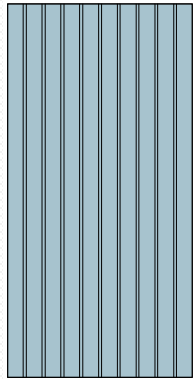
Editorial Reports



2019

ADVERTISING OPTIONS

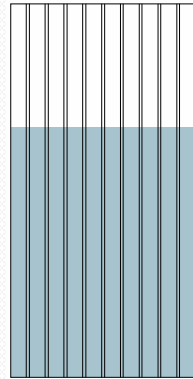
PRINT



FULL PAGE

National (gross)
\$32,674
Metro (gross)
\$25,599

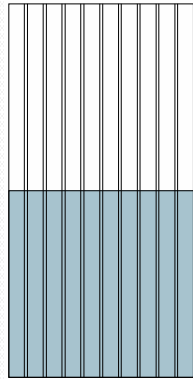
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8.97" x 20.0"



2/3 page

National (gross)
\$24,709
Metro (gross)
\$19,098

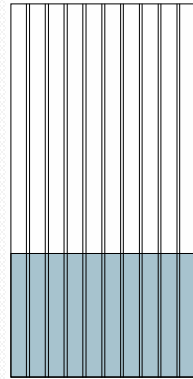
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1/2 page

National (gross)
\$20,599
Metro (gross)
\$15,855

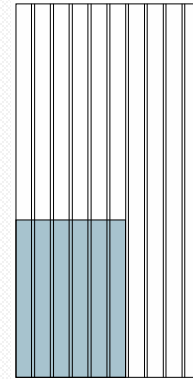
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8.97" x 10"



1/3 page

National (gross)
\$14,810
Metro (gross)
\$11,364

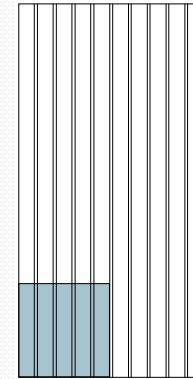
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8.97" x 6.64"



1/4 page

National (gross)
\$14,755
Metro (gross)
\$9,742

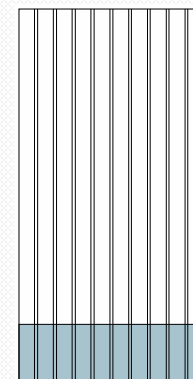
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (gross)
\$9,668
Metro (gross)
\$7,306

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (gross)
\$10,726
Metro (gross)
\$8,141

10 columns x 47 agates
8.97" x 3.36"

Custom content opportunities are available.

DIGITAL

500,000 impressions

- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

NEXT-TO-CONTENT IMPRESSIONS: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

CO-BRANDED IMPRESSIONS: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.



Globe and Mail Performance Opportunities

Increase and expand awareness of your offerings during peak selling seasons by driving Globe and Mail readers to your location and website.

The Globe and Mail will work with you to build out a highly efficient Cost-per-Click (CPC) campaign that will guarantee clicks on your digital assets by finding users who have the means and desire to buy.

In conjunction with your special report/sponsor content feature commitment, take advantage of turnkey Search-Engine-Marketing (SEM) to secure users when they are ready to make their purchase.



PERFORMANCE PACKAGES

TARGETING

National or regional:
Globe and Mail, Globe Alliance, Hearst, and
Globe Audience

DELIVERY OPTIONS

- A) Fixed delivery over set time frame
(e.g. 4-6 weeks)
- B) Instant campaign set to run as quickly as
possible to drive action

INVESTMENT OPTIONS (National)

- A) 2,500 clicks
\$4.00 CPC
4,500,000 estimated impressions
- \$10,000 -
- B) 800 clicks
\$4.00 CPC
1,500,000 estimated impressions
- \$3,200 -

OUTPERFORM THE COMPETITION!