

# Private Schools



**GET INVOLVED BY:** Thursday, April 30, 2020

**MATERIAL DUE:** Thursday May 7, 2020

**PUBLICATION DATE:** Thursday, May 21, 2020

**INVESTMENT:** Special report/contract rates apply

For additional information, contact:

**Andrea D'Andrade**, Senior Manager,  
Special Products

[adandrade@globeandmail.com](mailto:adandrade@globeandmail.com)

In a matter of weeks, COVID-19 has transformed how students are educated. In Canada, private schools reacted decisively, transitioning their entire academic communities online in a matter of days. During this period of uncertainty, The Globe and Mail's Private Schools reports provide parents with timely and thought-provoking information to help them find the right fit for their children.

## PROPOSED EDITORIAL LINEUP:

- How COVID-19 will transform education long term.
- Want to know what a school is like? Their approach to the outbreak will tell you.
- Quality learning can occur at a distance, without solely relying on technology.
- Strategies for paying for tuition, the add-ons, and how to secure financial aid during a difficult economic period.
- The five steps to finding the perfect school for your child.
- Trending topic: some of the biggest movements in classrooms now.
- The academic advantage of private schools, including International Baccalaureate and Advanced Placement programs.

**Note:** Custom content opportunities are available, speak to your account manager for more details.

## GLOBE AND MAIL EDITORIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY  
SOLUTIONS THAT PROVIDE STRONG  
CONNECTION BETWEEN ADVERTISER  
AND READER

## REACH YOUR TARGET

**ONLINE:** National  
Globeandmail.com  
**4.6 MILLION**

WEEKLY DIGITAL READERS  
Source: Vividata Fall 2019 National Total

**Globe Alliance**  
**20.2 MILLION**

MONTHLY UVS  
Source: comScore Q2 2019 average, multi-platform

**PRINT: National Edition**  
**899,000**

WEEKDAY PRINT READERS  
**1,666,000**

SATURDAY PRINT READERS  
Source: Vividata Spring 2019 National Total readers

## 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

## Advertising Rates (National, net)

### Option “A” - Print and Digital Bundle

#### PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS). Advertising space can consist of brand ad and/or client approved content.

#### DIGITAL

- 400,000 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.

#### PRINT + DIGITAL BUNDLED INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg. 1 full page ad + 1 page client approved content) + DIGITAL	\$39,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED 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.

### Option “B”- Print Only

#### PRINT INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

### Option “C” - Digital Only

#### DIGITAL INVESTMENT

##### 500,000 impressions - co-branded audience engagement units

- Delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to article(s).
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- One-month delivery on all impressions, subject to availability and seasonal adjustments.

DIGITAL ONLY INVESTMENT - \$11,500