

BLACK FRIDAY AND CYBER MONDAY



PUBLICATION DATE: Friday, November 27, 2020
GET INVOLVED BY: Friday, October 30, 2020
MATERIAL DUE: Friday, November 7, 2020
INVESTMENT: Special rates apply

With Covid-19, 2020's Black Friday and Cyber Monday shopping experience will be different from previous years. There's no doubt though that consumers will still be on the hunt for the great products and deals they look for every season.

To help with their shopping quests, The Globe and Mail's annual Black Friday and Cyber Monday feature will include half-page stories on multiple categories of interest to Globe and Mail readers. Potential pillars could include travel, auto, apparel, electronics/cameras and more.

Don't miss out on this outstanding opportunity to drive traffic to your physical and online store helping you to increase your holiday sales!

For additional information, contact
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INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

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REACH YOUR TARGET PRINT
Globe and Mail Metro Edition
610,000 weekday print readers
Source: Vividata Spring, 2020 National, A14+

DIGITAL
Globe and Mail National
9,300,000 monthly unique visitors
Source: Comscore Media Metrix Multi-Platform, Q1 2020 average

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

Advertising Rates (Metro, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF FULL PAGE, 1/2 PAGE OR 1/4 PAGE

DIGITAL

- 200,000 OR 100,000 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

FULL PAGE + 200,000 DIGITAL IMPRESSIONS	\$9,900
1/2 PAGE + 200,000 DIGITAL	\$7,000
1/4 PAGE + 100,000 IMPRESSIONS	\$4,000

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

FULL PAGE	\$7,500
1/2 PAGE	\$4,000
1/4 PAGE	\$2,200

Option “C” - Digital Only

DIGITAL INVESTMENT

300,000 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 - \$4,800