

BUSINESS EDUCATION



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GET INVOLVED BY: Tuesday, February 11, July 28 and November 3, 2020

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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

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**GLOBE AND MAIL
EDITORIAL SPECIAL 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

NEWSPAPER AND DIGITAL

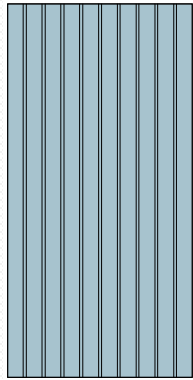
Editorial Special Reports



2020

ADVERTISING OPTIONS

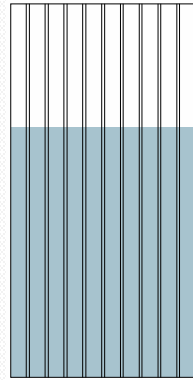
PRINT



FULL PAGE

National (net)
\$27,900
Metro (net)
\$21,800

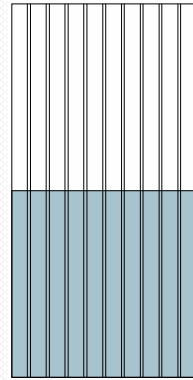
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2/3 page

National (net)
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Metro (net)
\$16,300

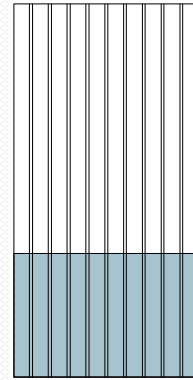
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1/2 page

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Metro (net)
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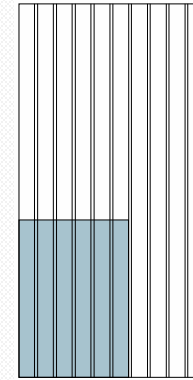
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1/3 page

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Metro (net)
\$9,700

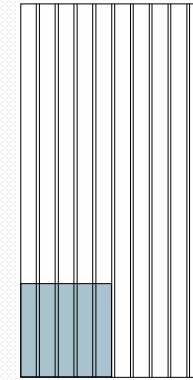
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1/4 page

National (net)
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Metro (net)
\$8,300

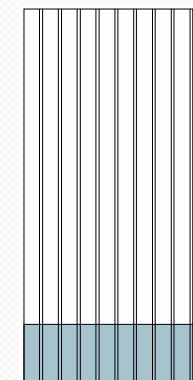
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1/8 page

National (net)
\$8,300
Metro (net)
\$6,200

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$9,100
Metro (net)
\$6,900

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

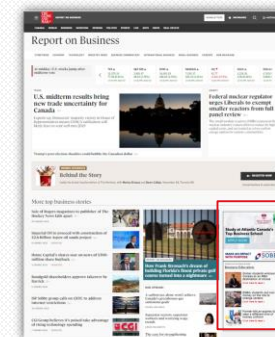
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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.



AUDIENCE ENGAGEMENT UNITS

ARTICLES WITH ADJACENT ADS

Note: All rates are net, agency fees are additional