

# CELEBRATING THE ARTS



**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

In March of 2020, the World came to a full stop because of COVID 19. But slowly we are coming back.

The arts community was hit very hard but because of ingenuity and clever marketing, art galleries and museums amongst others have been opening up with virtual exhibits and in person visits.

To help readers understand the many opportunities that are available in the GTA for them to enjoy, The Globe and Mail will publish a special report on October 9<sup>th</sup> called Celebrating the Arts.

Simply reserve your space by deadline to have your event, attraction or facility mentioned within The Arts content.

To learn more, please contact your Globe and Mail advertising representative today.

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**  
**506,000 weekday print readers**

Source: Vividata Spring 2019, Ontario, minus Ottawa/Gatineau

**DIGITAL**

**Globe and Mail Digital Metro**  
**2,000,000 weekly digital readers**

Source: Vividata Spring 2019, Weekly come digital. Ontario, minus  
Ottawa/Gatineau

**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

## Special Reports and Integrated Content Features – Advertising Rates (Metro)

### ADVERTISING OPTIONS

Special Reports and Integrated 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/client sponsor content
  - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- FEATURES AND REPORTS APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

#### 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.
- INTEGRATED AND CLIENT SPONSOR CONTENT ARTICLES RUN IN PARTNER SECTION

	METRO
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$11,200
HALF (1/2) PAGE + DIGITAL	\$9,100
THIRD (1/3) PAGE + DIGITAL	\$6,800
QUARTER (1/4) PAGE + DIGITAL	\$5,800
BANNER	\$3,900*
EIGHTH (1/8) PAGE	\$3,100*

\*No digital impressions included

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, UNLESS OTHERWISE NOTED.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS.

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.

For more information, please contact your  
Globe and Mail Account Manager