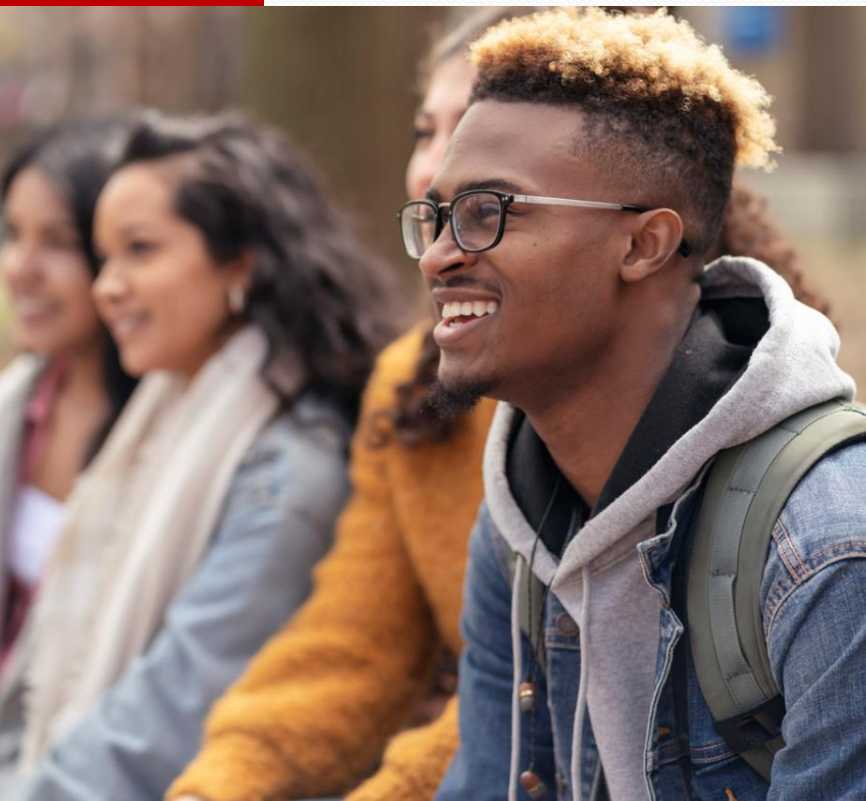


COLLEGES



For additional information, contact:

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PUBLICATION DATES: Monday, October 26, 2020

GET INVOLVED BY: Monday, October 5, 2020

MATERIAL DUE: Monday, October 12, 2020

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Colleges are a key component in Canada's higher education landscape. This Special Editorial Report will examine the substantial role that colleges play in the education of both young people as they begin post-secondary education and older adults looking to enhance and update career skills.

Tentative editorial topics

- College education in the days of COVID
- Notable college research initiatives
- Q and A's with college presidents - how their institutions are getting students ready to face the shifting economic climate
- Changing direction - A look at mature students who are educating themselves for career changes

**GLOBE AND MAIL
EDITORIAL REPORTS**
ARE TURNKEY CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE STRONG
CONNECTION BETWEEN ADVERTISE
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 – EDITORIAL SPECIAL REPORTS (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ONE FULL PAGE, TWO FACING PAGES (DPS) or HALF PAGE. 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

FULL PAGE (eg. 1/2 page ad + 1/2 page client approved content) + DIGITAL	\$29,900
DPS (eg.1 full page ad + 1 page client approved content) + DIGITAL	\$39,900
1/2 PAGE (eg.1/4 page ad + 1/4 page client approved content) + DIGITAL	\$19,900

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

FULL PAGE (eg. 1/2 page ad + 1/2 page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400
1/2 PAGE (eg. 1/4 page ad + 1/4 page client approved content)	\$14,300

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

TRAFFIC DRIVER IMPRESSIONS

450,000 co-branded content drivers on Globe and Mail
300 x 600, ROS placement, multi-platform as available.

750,000 (estimated) co-branded content drivers on Globe Alliance and extended network

300 x 600, CPC managed performance driving to editorial content.

BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions
300x250 + 728x90 in roadblock

\$12,000