

ONLINE EDUCATION



GET INVOLVED BY: Tuesday, October 13, 2020

MATERIAL DUE: Tuesday, October 20, 2020

PUBLICATION DATES: Tuesday, November 3, 2020

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Particularly in these pandemic times, institutional learning is no longer confined to a physical classroom. This is good news as students continue to look for alternative ways to effectively earn degrees and update skills. At the same time, schools are looking at attracting students from across the country and around the world. This special editorial report discusses the latest trends in online education.

TENTATIVE TOPICS INCLUDE:

- How COVID-19 has changed the way that schools offer programs
- Case studies of students doing online degrees through Canadian institutions
- Student's guide to selecting the online program that will be right for them
- The online connection for international students

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

For additional information, contact

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Media
Group

NEWSPAPER AND DIGITAL

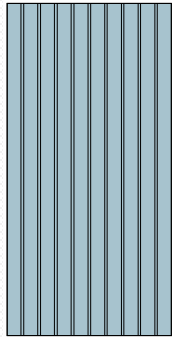
Editorial Special Reports (National)



2020

ADVERTISING OPTIONS

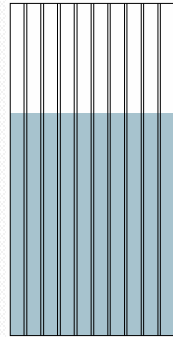
PRINT



FULL PAGE

National (net)
\$24,300

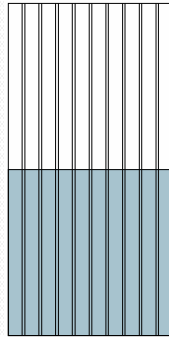
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2/3 page

National (net)
\$20,250

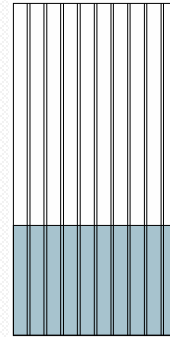
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1/2 page

National (net)
\$14,300

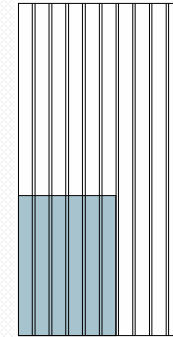
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1/3 page

National (net)
\$10,125

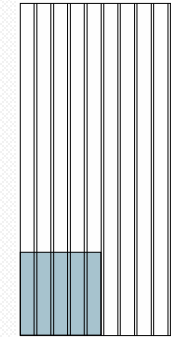
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1/4 page

National (net)
\$7,500

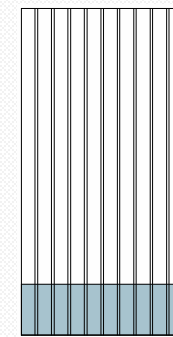
6 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$4,700

5 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$5,100

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

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.

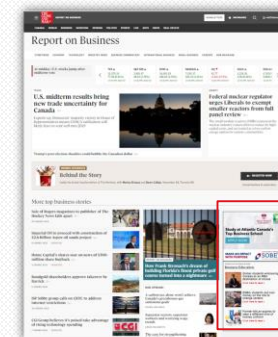
BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions

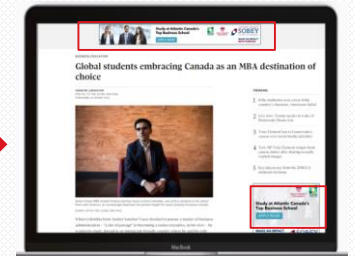
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.
Post-campaign reporting on selected analytics.

\$12,000 (net)



Audience Engagement Units



Articles with adjacent ads