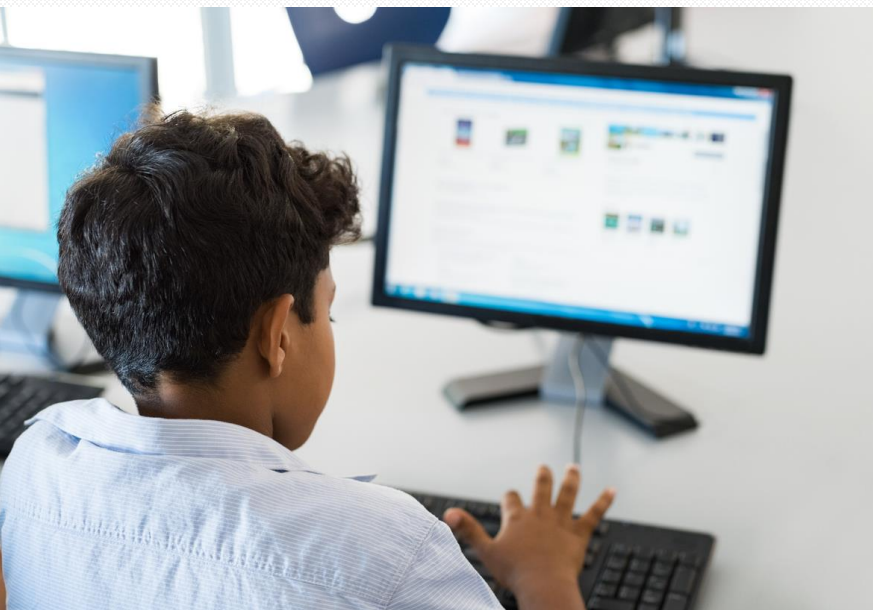


Private Schools



COVID-19 has transformed how students are educated. In Canada, private schools reacted decisively, transitioning their entire academic communities online in a matter of days. During this period of uncertainty, The Globe and Mail's Private Schools report provide parents with timely and thought-provoking information to help them find the right fit for their children.

PROPOSED EDITORIAL LINEUP:

- How COVID-19 will transform education long term.
- Want to know what a school is like? Their approach to the outbreak will tell you.
- Quality learning can occur at a distance, without solely relying on technology.
- Strategies for paying for tuition, the add-ons, and how to secure financial aid during a difficult economic period.
- The five steps to finding the perfect school for your child.
- Trending topic: some of the biggest movements in classrooms now.
- The academic advantage of private schools, including International Baccalaureate and Advanced Placement programs.

Note: Custom content opportunities are available, speak to your account manager for more details.

EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY SOLUTIONS THAT PROVIDE STRONG CONNECTION BETWEEN ADVERTISER AND READER

REACH YOUR TARGET

PRINT

Globe and Mail National Edition
916,000 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

GET INVOLVED BY: Friday, September 4, 2020
MATERIAL DUE: Wednesday, September 9, 2020
PUBLICATION DATE: Friday, September 25, 2020
INVESTMENT: Special report/contract rates apply

For additional information, contact:

Andrea D'Andrade, Senior Manager, Special Products adandrade@globeandmail.com

Advertising Rates (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS). 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

½ PAGE (eg. ¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg. 1 full page ad + 1 page client approved content) + DIGITAL	\$39,900

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

½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

500,000 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 - \$11,500

