

2020 National
SPONSOR
CONTENT FEATURE

PRINT AND DIGITAL
NEWSPAPER

TRAVEL AND CREDIT CARD REWARDS



Issue Date

January 15 2020
February 12 2020
March 18 2020
April 15 2020
May 13 2020
June 17 2020
July 15 2020
August 12 2020
September 16 2020
October 14 2020
November 18 2020
December 16 2020

Ad Close

November 27 2019
December 23 2019
January 29 2020
February 25 2020
March 25 2020
April 29 2020
May 27 2020
June 24 2020
July 29 2020
August 26 2020
September 30 2020
October 28 2020

Material Deadline

January 1 2020
January 22 2020
February 26 2020
March 25 2020
April 22 2020
May 27 2020
June 24 2020
July 22 2020
August 26 2020
September 23 2020
October 28 2020
November 25 2020

*All issue dates are
Wednesdays*

INVESTMENT: SPECIAL RATES APPLY

Globe and Mail readers tend to spend more on their credit cards than the average Canadian. They are also savvy consumers who love to collect points and will go the extra mile to maximize the rewards. To help them find the credit card that helps them get the most of their purchases, The Globe and Mail will publish Travel and Credit Card Rewards sponsor content features throughout 2020.

For additional information, contact

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SPONSOR CONTENT FEATURES

ARE ADVERTORIAL SOLUTIONS. THE GLOBE CONTENT STUDIO DEVELOPS THE INITIATIVES TO THE ADVERTISER'S SPECIFICATIONS AND APPROVAL.

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

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

Rewards Opportunities– 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