

# Supply Chain Management



Issue Date	Ad Close	Material Deadline
Thursday, April 2nd, 2020	Thursday, March 12th, 2020	Thursday, March 19th, 2020
Thursday, June 11th, 2020	Thursday, May 21st, 2020	Thursday, May 28th, 2020
Thursday, November 5th, 2020	Thursday, October 15th, 2020	Thursday, October 22nd, 2020

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

The North American economy is worth over \$20 trillion. Consisting of a strong economic relationship between Canada, Mexico and the United States it's driven by a vital and highly effective supply chain management system.

Here in Canada, many companies rely on timely delivery of raw materials and finished goods to ensure that their businesses run smoothly and clients remain satisfied.

To examine the importance of this sector, The Globe and Mail will produce a special report on supply chain management. The opportunity will examine changes, protocols and how corporations and regulators are working to ensure it remains strong, efficient, and secure.

For additional information, contact

**KEITH RYDER**, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## 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

# NEWSPAPER AND DIGITAL

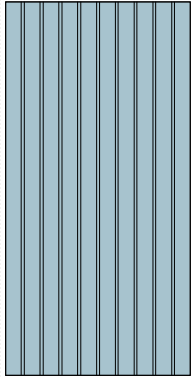
## Editorial Special Reports



2020

### ADVERTISING OPTIONS

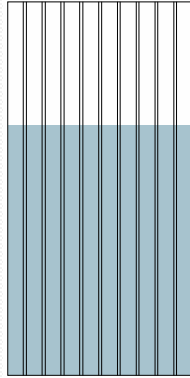
PRINT



**FULL PAGE**

**National (net)**  
\$27,900  
**Metro (net)**  
\$21,800

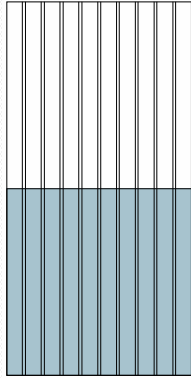
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

**National (net)**  
\$21,000  
**Metro (net)**  
\$16,300

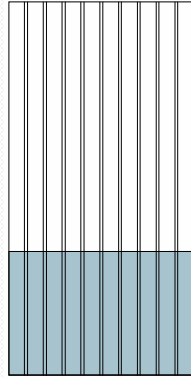
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**1/2 page**

**National (net)**  
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**Metro (net)**  
\$13,500

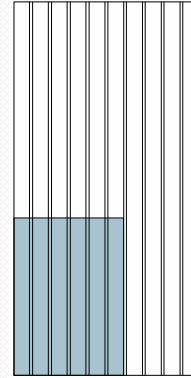
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**1/3 page**

**National (net)**  
\$12,600  
**Metro (net)**  
\$9,700

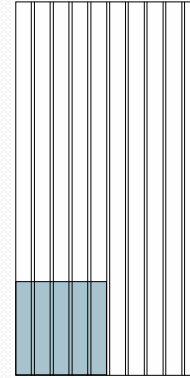
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**1/4 page**

**National (net)**  
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**Metro (net)**  
\$8,300

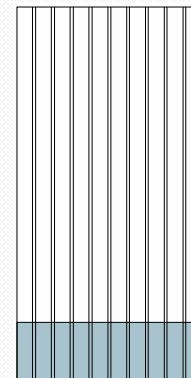
10 columns x 117 agates  
5.30" x 8.36"



**1/8 page**

**National (net)**  
\$8,300  
**Metro (net)**  
\$6,200

6 columns x 58 agates  
5.30" x 4.14"



**BANNER**

**National (net)**  
\$9,100  
**Metro (net)**  
\$6,900

10 columns x 47 agates  
8.97" x 3.36"

DIGITAL

### 500,000 impressions

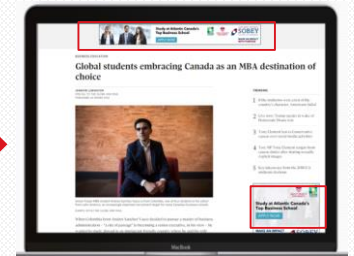
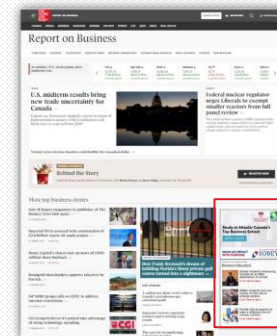
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

**NEXT-TO-CONTENT IMPRESSIONS:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**CO-BRANDED IMPRESSIONS:** 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

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



AUDIENCE ENGAGEMENT UNITS

ARTICLES WITH ADJACENT ADS

Note: All rates are net, agency fees are additional