

Banking in a new economy



PUBLICATION DATE: Tuesday, June 2

GET INVOLVED BY: Tuesday, April 21

MATERIAL DUE: Tuesday, May 26

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

The realities of a new economy, reflected in technology, demographics and the environment, require new and emerging financial tools. This special feature highlights the leadership, the tools and the trends setting the direction for the economy of the future.

Proposed topic highlights:

FINANCE – New finance serving the digital economy.

PRODUCTS – Product offerings that are cost effective and inclusive.

SUSTAINABILITY – Supporting the transition to a sustainable economy.

RESILIENCE – Balancing innovation and change with long-term stability.

GET INVOLVED TODAY. CONTACT:

RICHARD DEACON, Project Manager T: 1.604.631.6636 E: rdeacon@globeandmail.com

INTEGRATED CONTENT FEATURES ARE TURNKEY ADVERTORIAL SOLUTIONS.

PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE

ONLINE: National Edition
4.6 MILLION WEEKLY DIGITAL READERS

PRINT: National Edition
899,000 WEEKDAY PRINT READERS
Source: Vividata Spring 2019, National, Globe Weekly Print and Digital Readers

WITH POWERFUL INTERACTIVITY RESULTS
35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

Click on the report below to see a similar feature



Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
Globe and Mail Project Manager Richard Deacon - rdeacon@globeandmail.com