

2020 METRO
INTEGRATED
CONTENT FEATURE

PRINT AND
DIGITAL
NEWSPAPER

EXPLORE ONTARIO

PUBLICATION DATE: Friday, July 31 2020

GET INVOLVED BY: Friday, July 10, 2020

CUSTOM CONTENT: Must be booked minimum of 6 weeks prior to publication date

MATERIAL DUE: Friday, July 24, 2020

INVESTMENT: SPONSOR CONTENT/CONTRACT RATES APPLY



After weeks of mandatory lock down due of COVID-19, there is no doubt that Ontarians want to get out and enjoy all that our province has to offer. With travel regulations still in place around the world, now is the time for all us to experience Ontario.

On Friday, July 31st The Globe and Mail will publish Explore Ontario, filled with trip ideas and eye-popping visuals that will help families, friends and couples planning their next holiday. It will also be the ideal content environment for business and organizations looking to connect with these vacationers.



For additional information, contact

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INTEGRATED CONTENT FEATURES ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

REACH YOUR TARGET

PRINT

Globe and Mail Metro Edition

610,000 weekday print readers

Source: Vividata Spring 2020, Ontario, A14+

DIGITAL

Globe and Mail Digital National

9,300,000 monthly unique visitors

Source: Comscore MediaMetrix 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

Special Reports and Integrated Content Features – Advertising Rates (Metro)

ADVERTISING OPTIONS

Special Reports and Integrated Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/client sponsor content
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- FEATURES AND REPORTS APPEAR WITH COMMITTED ADVERTISING IN EITHER A SEPARATE, OR RELEVANT SECTION

DIGITAL

- 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.
- INTEGRATED AND CLIENT SPONSOR CONTENT ARTICLES RUN IN PARTNER SECTION

	METRO
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$11,200
HALF (1/2) PAGE + DIGITAL	\$9,100
THIRD (1/3) PAGE + DIGITAL	\$6,800
QUARTER (1/4) PAGE + DIGITAL	\$5,800
BANNER	\$3,900*
EIGHTH (1/8) PAGE	\$3,100*

*No digital impressions included

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, UNLESS OTHERWISE NOTED.

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

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS.

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.

For more information, please contact your
Globe and Mail Account Manager