

At-home entertainment



Canadians are spending more time at home than ever before. While streaming services have certainly reaped the benefits of our increasingly undivided attention, all sorts of pastimes are growing in popularity among the housebound. This special feature will serve as a deep dive into how Canadians are keeping themselves busy while isolating.

Proposed article topics include:

- The rise of group streaming: How we're finding ways to be social at a distance
- Great reads to dive into during quarantine
- What self-care looks like in isolation
- Everyone's housebound so it's AR's time to shine

For additional information, contact
Keith Ryder, Special Reports Associate
kryder@globeandmail.com

Ad Close	Material Deadline	Issue Date
May 8, 2020	May 22, 2020	June 5, 2020
June 5, 2020	June 19, 2020	July 3, 2020
July 10, 2020	July 24, 2020	August 7, 2020
August 7, 2020	August 21, 2020	September 4, 2020
September 4, 2020	September 18, 2020	October 2, 2020
October 9, 2020	October 23, 2020	November 6, 2020
November 6, 2020	November 20, 2020	December 4, 2020

* All dates are Fridays

Investment: Special report/contract rates apply

SPONSOR CONTENT FEATURES

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

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REACH YOUR TARGET

ONLINE: National
Globeandmail.com
4.6 MILLION

WEEKLY DIGITAL READERS
Source: Vividata Fall 2019 National Total

GlobeAlliance
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

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