

2020 National
SPONSOR
CONTENT FEATURE

PRINT AND
DIGITAL
NEWSPAPER

Oh, Canada!



For many Canadians, July 1 is just a day in a long weekend; a day to fire up the barbecue, kick back and welcome the start of summer. But for others, Canada Day is an opportunity to celebrate and reflect on how fortunate we are to live in such a great country.

In light of the ongoing COVID-19 pandemic, and in-person festivities being cancelled, this 153rd birthday will be noticeably different. Canadians will be looking for uplifting and inspiring stories about our nation, as well as ideas for hosting their own parties at home and/or virtually.

This special feature will be can't miss reading for families, friends and couples planning their Canada Day celebrations. It will also be the ideal content environment for business and organizations looking to connect with Globe readers.

For additional information, contact
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INTEGRATED CONTENT FEATURES
ARE TURNKEY ADVERTORIAL SOLUTIONS.
PARTICIPATING ADVERTISERS CAN
BE MENTIONED/QUOTED WITHIN
CONTENT SPACE.

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REACH YOUR TARGET
PRINT

Globe and Mail National Edition
916,000 weekday print readers
Source: Vividata Spring, 2020 National, A14+

DIGITAL
Globe and Mail National
9,300,000 monthly unique visitors
Source: Comscore Media Metrix 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

Advertising Close: Friday, May 29, 2020

Material Due: Friday, June 5, 2020

Insertion Date: Friday, June 26, 2020

Investment: Sponsor content/contract
rates apply

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 (½ page brand ad OR ¼ page ad + ¼ page client content) + DIGITAL	\$19,900
FULL PAGE (1 page brand ad OR ½ page ad + ½ page client content) + DIGITAL	\$29,900
DPS (2 pages brand ad OR 1 page ad + 1 page client 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 (½ page brand ad OR ¼ page ad + ¼ page client content)	\$14,300
FULL PAGE (1 page brand ad OR ½ page ad + ½ page client content)	\$24,300
DPS (2 pages brand ad OR 1 page ad + 1 page client 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

