

Champions Among Us

Insertion dates*: Week of May 25, June 1, 8, 15 and 22

Advertising close: Wednesday, May 6, 13, 20, 27 and June 3

Material due: Wednesday, May 20, 27, June 3, 10 and 17

Investment: Special rates apply



COVID-19 has upended our daily lives and everyone is feeling the impact in some way. But the pandemic has also created an opportunity for organizations to act with purpose and to show they care about more than the bottom line. These special features look at the various ways Canadian businesses and institutions are stepping up to help the communities they serve in a time of unprecedented need.



Potential story ideas

- How hospitals are stepping up with trials and tests to fight COVID-19.
- What grocery stores, restaurants and other retailers are doing to help food banks and charitable organizations.
- How fashion brands and retailers are making masks or gowns for hospitals.
- How retailers are reserving shopping hours for at-risk groups
- Retailer-offered resources to keep communities connected



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

* Features will publish weekly on Wednesdays or Fridays, subject to press capacity

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
555,000 weekday print readers
Source: Vividata Fall 2019, Ontario, minus
Ottawa/Gatineau

DIGITAL

Globe and Mail Digital Metro
2,154,000 weekly digital readers
Source: Vividata Fall
2019, Weekly cumulative digital. Ontario,
minus Ottawa/Gatineau

**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 Rates (Metro, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF FULL PAGE, 1/2 PAGE OR 1/4 PAGE

DIGITAL

- 200,000 OR 100,000 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

FULL PAGE + 200,000 DIGITAL IMPRESSIONS	\$9,900
1/2 PAGE + 200,000 DIGITAL	\$7,000
1/4 PAGE + 100,000 IMPRESSIONS	\$4,000

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

FULL PAGE	\$7,500
1/2 PAGE	\$4,000
1/4 PAGE	\$2,200

Option “C” - Digital Only

DIGITAL INVESTMENT

300,000 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 - \$4,800