

COPING WITH COVID - 19



GET INVOLVED BY: July 7, Aug. 11, Sept. 8, Oct. 6
MATERIAL DUE: July 28, Aug. 25, Sept 15, Oct. 13
PUBLICATION DATES: Aug. 11, Sept. 8, Oct. 6, Nov. 3

* All Tuesday dates

INVESTMENT: Special report or contract rates apply

Starting in March of 2020, physical interactions and outdoor activity have largely been replaced by virtual connections and long stretches spent indoors. Pile on the additional stress brought on by widespread social and economic anxieties and it's no wonder Canadians are struggling to maintain their mental health through this crisis. This special report will take a serious look at the state of mental health across the country, balancing statistic-informed reporting and lifestyle-oriented advice pieces.

To learn more about how to advertise in this special opportunity, please reach out to your Globe and Mail advertising representative today.

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

GLOBE AND MAIL EDITORIAL REPORTS

ARE TURNKEY EDITORIAL SOLUTIONS THAT
PROVIDE STRONG CONNECTION BETWEEN
ADVERTISER AND READER

REACH YOUR TARGET PRINT

Globe and Mail National Edition
919,000 weekday print readers
Source: Vividata Fall 2019, Ontario, minus
Ottawa/Gatineau

DIGITAL

Globe and Mail Digital National
4,406,000 weekly digital readers
Source: Vividata Fall 2019,
Weekly cume 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 (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF TWO FACING PAGES (DPS), ONE FULL PAGE OR ½ PAGE.
- 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

DPS (eg.1 full page ad + 1 page client approved content) + DIGITAL	\$39,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
½ PAGE (eg.¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900

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

DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300

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

