

# Medical Research



Canada has built a foundation in medical research, from life-saving discoveries to advancements in health-care delivery. Now Canadian researchers, along with their global counterparts, are focusing on the public health implications of the coronavirus outbreak. This report will highlight the research, insights and perspectives contributing to improving clinical outcomes, decreasing costs, and increasing access to COVID 19-related care.

### Proposed topics:

- The latest in clinical management of COVID19, predicting the course of the virus, innovative surveillance tools, etc.
- How medical schools are equipping researchers and physicians to battle pandemics.
- The biggest challenges for Canadian health and how researchers are addressing them.
- Will research and science resulting from this pandemic have future benefits?

For additional information, contact  
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\*All dates are Thursdays

**Investment:** Special report/contract rates apply

**GLOBE AND MAIL  
EDITORIAL REPORTS**  
ARE TURNKEY CONTENT ADJACENCY  
SOLUTIONS THAT PROVIDE STRONG  
CONNECTION BETWEEN ADVERTISER  
AND READER

### **REACH YOUR TARGET**

**ONLINE: National  
Globeandmail.com  
4.6 MILLION**

WEEKLY DIGITAL READERS  
Source: Vividata Fall 2019 National Total

**Globe Alliance  
20.2 MILLION**

MONTHLY UVS  
Source: comScore Q2 2019 average, multi-platform

**PRINT: National Edition  
899,000**

WEEKDAY PRINT READERS  
**1,666,000**  
SATURDAY 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

Ad Close	Material Deadline	Issue Date
May 21, 2020	June 4, 2020	June 18, 2020
June 18, 2020	July 2, 2020	July 16, 2020
July 23, 2020	August 6, 2020	August 20, 2020
August 20, 2020	September 3, 2020	September 17, 2020
September 17, 2020	October 1, 2020	October 15, 2020
October 15, 2020	October 29, 2020	November 12, 2020
November 19, 2020	December 3, 2020	December 17, 2020

## 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

