

REMEMBRANCE DAY

PUBLICATION DATES: Wednesday, November 11th, 2020

GET INVOLVED BY: Wednesday October 14th, 2020

MATERIAL DUE: Wednesday, October 21st, 2020

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

November 11th commemorates the end of hostilities in the First World War. Originally Armistice Day, it is now Remembrance Day in Canada and other Commonwealth countries and Veterans Day in the United States. The anniversary serves to honour those who have served, and continue to serve our country during times of war, conflict and peace.

In this special Remembrance Day report, Globe and Mail readers will learn about the sacrifices military members have made for our country during the World Wars and other violent conflicts, and the significance of the anniversary.

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

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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

NEWSPAPER AND DIGITAL

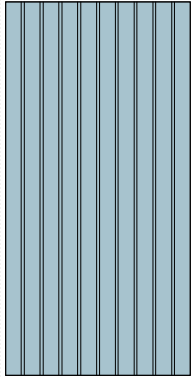
Editorial Special Reports



2020

ADVERTISING OPTIONS

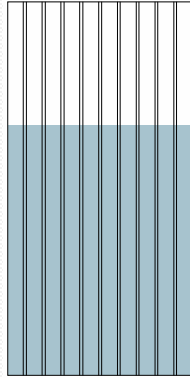
PRINT



FULL PAGE

National (net)
\$27,900

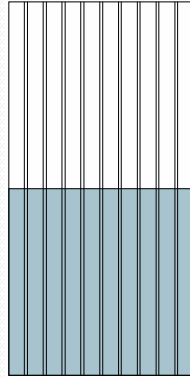
10 columns x 280 agates
8.97" x 20.0"



2/3 page

National (net)
\$21,000

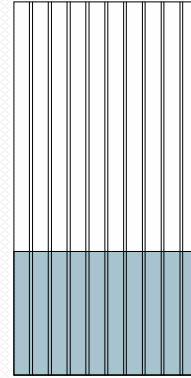
10 columns x 187 agates
8.97" x 13.36"



1/2 page

National (net)
\$17,500

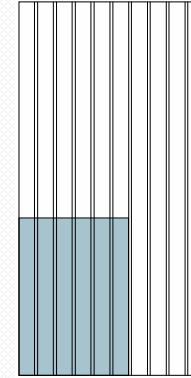
10 columns x 140 agates
8.97" x 10"



1/3 page

National (net)
\$12,600

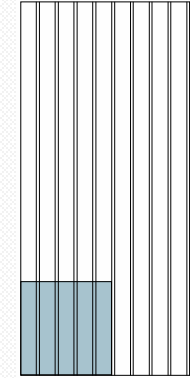
10 columns x 93 agates
8.97" x 6.64"



1/4 page

National (net)
\$12,500

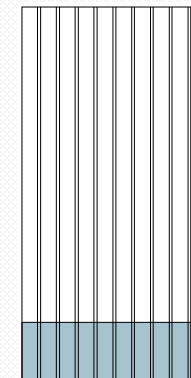
10 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$8,300

6 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$9,100

10 columns x 47 agates
8.97" x 3.36"

DIGITAL

500,000 impressions

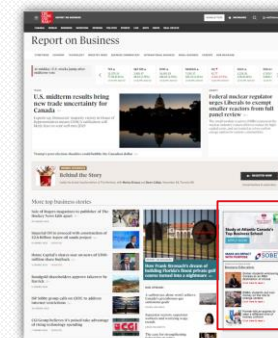
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

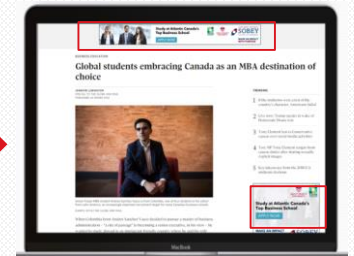
NEXT-TO-CONTENT IMPRESSIONS: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

CO-BRANDED IMPRESSIONS: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.



Audience Engagement Units



Articles with adjacent ads

Note: All rates are net, agency fees are additional

