

Small Business Challenges



With consumers staying at home and avoiding unnecessary shopping trips, and governments forced to identify some businesses as non-essential, entrepreneur-run organizations across the country are deeply feeling the financial crunch from COVID 19 restrictions. This special report will focus on providing resources and support to small business owners in this unprecedented time, when they need it most.

Proposed article topics

- Advice on communicating with employees, suppliers and lenders
- How to protect your business during a time when there are many unknowns
- How to take advantage of governmental and other financial assistance.

For additional information, contact
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*All dates are Thursdays

Ad Close	Material Deadline	Issue Date
May 7, 2020	May 21, 2020	June 4, 2020
June 4, 2020	June 18, 2020	July 2, 2020
July 9, 2020	July 23, 2020	August 6, 2020
August 6, 2020	August 20, 2020	September 3, 2020
September 3, 2020	September 17, 2020	October 1, 2020
October 29, 2020	November 12, 2020	November 26, 2020
November 19, 2020	December 3, 2020	December 17, 2020

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

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