

# UNIVERSAL DECLARATION OF HUMAN RIGHTS



**GET INVOLVED BY:** Friday September 25th, 2020  
**MATERIAL DUE:** Friday, October 2nd, 2020  
**PUBLICATION DATES:** Saturday, October 24th, 2020

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

The Universal Declaration of Human Rights is generally agreed to be the foundation of international human rights law and has become a touchstone for actions by governments, individuals, and nongovernmental groups. A milestone document, it was proclaimed by the United Nations General Assembly in Paris in 1948 as a common standard of achievements for all peoples and all nations.

This special report will look at the importance of the UN Charter of Rights, how it came into being, the impact it has had globally and the critical steps that lie ahead.

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

**Keith Ryder, Special Reports Associate**  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## 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

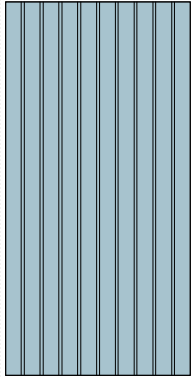
## Editorial Special Reports



2020

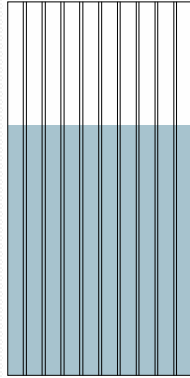
### ADVERTISING OPTIONS

PRINT



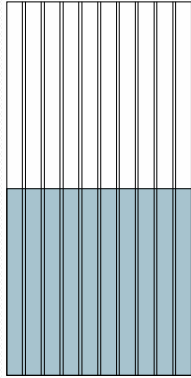
**FULL PAGE**

**National (net)**  
\$27,900  
10 columns x 280 agates  
8.97" x 20.0"



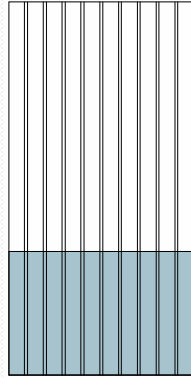
**2/3 page**

**National (net)**  
\$21,000  
10 columns x 187 agates  
8.97" x 13.36"



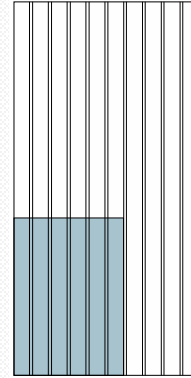
**1/2 page**

**National (net)**  
\$17,500  
10 columns x 140 agates  
8.97" x 10"



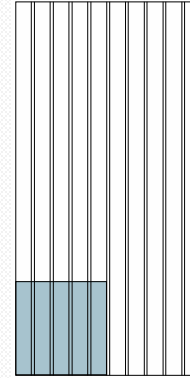
**1/3 page**

**National (net)**  
\$12,600  
10 columns x 93 agates  
8.97" x 6.64"



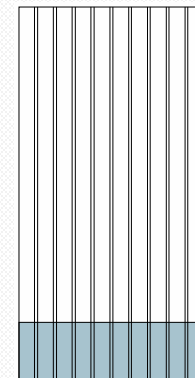
**1/4 page**

**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

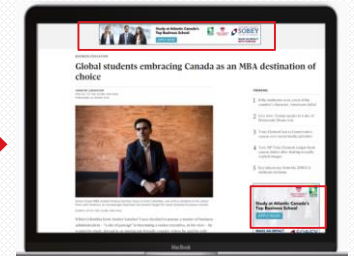
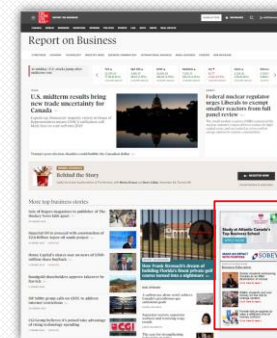
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$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