

THE GLOBE AND MAIL'S UNIVERSITY SUBSCRIPTION PROGRAM

Make a difference for the leaders of tomorrow in partnership with The Globe

The Globe's digital content already has strong usage among university students and faculty but students have limited funds to pay for digital subscriptions. To this end, we are working with key universities across the country to help develop and inspire the leaders of tomorrow by providing faculty and students with digital subscriptions. This will allow access to the *vast array of curated news resources from the Globeandmail.com to use in class and outside the classroom.*

Introducing an all-new way to make a positive difference. Starting in May, The Globe and Mail is offering post-secondary students Globe Unlimited subscriptions for the summer, May through August. This new initiative allows one sponsor to partner with us and engage an active student audience in the process. Your brand will bring students all the benefits of a Globe Unlimited digital subscription including: Newsletters, Tools, eBooks & Guides, Member exclusive experiences and of course, The Globe's renowned journalism.

This exclusive program includes:

- Sponsor messaging on a dedicated subscription sign-up page
- Co-branded media in both print and digital promoting the program, as well as an email campaign targeted to post-secondary decision makers
- Mention in The Globe's PR initiatives around this program
- First right of refusal on any extensions to this initiative in the Fall

With a \$200K media commitment (mix of digital and print) one exclusive advertiser is able to sponsor our summer subscription initiative. It's an ideal time to influence positive change.

