

BACK-TO-SCHOOL STRATEGIES



With COVID-19 still a concern, elementary, secondary and post-secondary schools have all begun laying out broad plans for commencing the new school year. Canadian universities for instance have already announced they will largely be delivering classes through remote platforms. This type of planning marks a fundamental change in the way students will now be learning, from kindergarten to post-grad. It also places a substantial emphasis on the program delivery tools and learning strategies that teachers and students will both be utilizing.

This special report will offer a well-rounded look at the changing state of Canadian education. To learn more about how to advertise in this 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

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REACH YOUR TARGET PRINT

Globe and Mail National Edition
916,000 weekday print readers
Source: Vividata Spring, 2020 National, A14+

DIGITAL

Globe and Mail National
9,300,000 monthly unique visitors
Source: Comscore Media Metrix Multi-Platform,
Q1 2020 average

WITH POWERFUL INTERACTIVITY 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

GET INVOLVED BY: Thursday July 16, 23, 30, August 6
PUBLICATION DATES: Thursday August 6, 13, 20, 27
MATERIAL DUE: Thursday July 23, 30, August 6, 13
INVESTMENT: Special report/contract rates apply

Advertising Rates (National, net)

Option "A" - Print and Digital Bundle

PRINT

- YOUR CHOICE OF TWO FACING PAGES (DPS), ONE FULL PAGE OR 1/2 PAGE.
- 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

DPS (eg. 1 full page ad + if applicable, 1 page client approved content) + DIGITAL	\$39,900
FULL PAGE (eg. 1/2 page ad + if applicable, 1/2 page client approved content) + DIGITAL	\$29,900
1/2 PAGE (eg. 1/4 page ad + if applicable, 1/4 page client approved content) + DIGITAL	\$19,900

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

DPS (eg. 1 full page ad + if applicable, 1 page client approved content)	\$36,400
FULL PAGE (eg. 1/2 pg. ad + if applicable, 1/2 pg. client approved content)	\$24,300
1/2 PAGE (eg. 1/4 page ad + if applicable, 1/4 page client approved content)	\$14,300

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