

CUSTOM WEBCAST SPONSORSHIP

WEBCAST CREATION

- 1x Webcast hosted by Globe and Mail with a recorded version for post-event viewing



WEBCAST RECRUITMENT & POST-EVENT AMPLIFICATION

- 1x Sponsor content article highlighting content from webcast for further user engagement on branded landing page
- Globe Response branded content drivers across Globe Alliance/Extended Network
- Paid social posts distributed on best-suited social platforms to reach your target
- Branded display content drivers across Globe Alliance Network (audience targeted/contextual)

ADDED VALUE

- Exclusive brand ad surround - 100% share of voice of all ads surrounding webcast landing page on Globe and Mail
- Production of branded webcast promotional ads by Globe Creative Services