

Engage consumers with themes critical to your business

Hosted by The Globe & Mail's Content Studio and integrating your thought-leader, business influencers or industry experts, webcasts connect your brand with our tuned-in audience in an intimate, authentic way.

Webcasts offer the ability for brands to develop authority and trust, and benefit from the halo of the Globe brand partnership. Webcasts will be recorded, offering longevity of the content with opportunity for extended reach through post-live event promotion.

Custom Webcast Sponsorship

Work with us to develop a custom webcast, on a theme inspired by your business objectives and sponsored by your brand



Custom webcast event partnership

Find your Globe representative

WESTERN CANADA

1.604.631.6608

advertisingwesternca@globeandmail.com

TORONTO

1.866.999.9237

advertising@globeandmail.com

EASTERN CANADA

1.800.363.7526

advertisingeasternca@globeandmail.com

USA AND INTERNATIONAL

1.212.426.5932

globemedia@ajrmediagroup.com

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