

# TASTE ONTARIO FALL CULINARY DELIGHTS



**PUBLICATION DATE:** Friday, September 18<sup>th</sup>, 2020

**GET INVOLVED BY:** Friday, August 21st, 2020

**MATERIAL DUE:** Friday, August 28th, 2020

**INVESTMENT:** SPONSOR CONTENT OR CONTRACT RATES APPLY

Globe and Mail readers love to travel and experience culinary delights. And with so much opportunity for both right here in Ontario, they don't have to go far.

This September, The Globe is pleased to offer this beautiful and robust feature that will highlight not-to-be-missed destinations, and their notable culinary delights to enjoy this fall

It will be high quality and informative content, guaranteed to stimulate the eye and tickle the taste buds.

Don't miss this delicious opportunity to connect with Ontario travellers!

Please speak with Globe and Mail advertising representative today.

For additional information, contact

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## INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

### REACH YOUR TARGET

#### PRINT

**Globe and Mail Metro Edition**  
**877,000 Saturday print readers**

Source: Vividata Spring 2019, Ontario, minus Ottawa/Gatineau

#### DIGITAL

**Globe and Mail Digital Metro**  
**2,000,000 weekly digital readers**

Source: Vividata Spring 2019, Weekly cume digital. Ontario, minus Ottawa/Gatineau

### 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

## Special Reports and Integrated Content Features – Advertising Rates (Metro)

### ADVERTISING OPTIONS

Special Reports and Integrated Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/client sponsor content
  - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- FEATURES AND REPORTS APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

#### DIGITAL

- 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.
- INTEGRATED AND CLIENT SPONSOR CONTENT ARTICLES RUN IN PARTNER SECTION

	METRO
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$11,200
HALF (1/2) PAGE + DIGITAL	\$9,100
THIRD (1/3) PAGE + DIGITAL	\$6,800
QUARTER (1/4) PAGE + DIGITAL	\$5,800
BANNER	\$3,900*
EIGHTH (1/8) PAGE	\$3,100*

\*No digital impressions included

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB, UNLESS OTHERWISE NOTED.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS.

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.

For more information, please contact your  
Globe and Mail Account Manager