

# How 5G will change the world



It's a matter of months before 5G-enabled smartphones hit the Canadian market promising faster speeds, reduced lag times and more devices and sensors that can be connected. But the impact of this next generation of network technology spans far beyond the consumer market. With speeds at least 10 times greater than today's 4G networks, 5G will influence government, business and industrial organizations in a variety of activities from manufacturing to healthcare to transportation.

In the fall of 2020, The Globe and Mail will publish special reports to help readers understand how this transformative technology will accelerate innovation, connect communities and help secure our world. Don't miss out on the opportunity to have your brand aligned with this valuable content series.

For additional information, contact  
**KEITH RYDER**, Special Reports Associate [kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## GLOBE AND MAIL EDITORIAL REPORTS

ARE TURNKEY EDITORIAL SOLUTIONS  
THAT PROVIDE STRONG CONNECTION  
BETWEEN ADVERTISER AND READER

### 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:** September 9<sup>th</sup>, September 24<sup>th</sup> and October 7<sup>th</sup>

**MATERIAL DUE:** September 16<sup>th</sup>, October 1<sup>st</sup> and October 14<sup>th</sup>

**PUBLICATION DATES:** September 30<sup>th</sup>, October 15 and 28<sup>th</sup>

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

## Advertising Rates (National, net)

### Option “A” - Print and Digital Bundle

#### PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS). 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

½ PAGE (eg. ¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg. 1 full page ad + 1 page client approved content) + DIGITAL	\$39,900

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

½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400

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



# NEWSPAPER AND DIGITAL

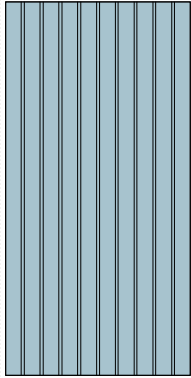
## Editorial Special Reports



2020

### ADVERTISING OPTIONS

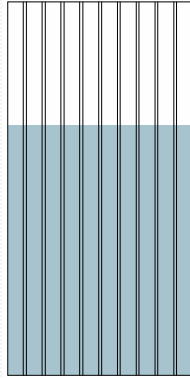
PRINT



**FULL PAGE**

**National (net)**  
\$27,900  
**Metro (net)**  
\$21,800

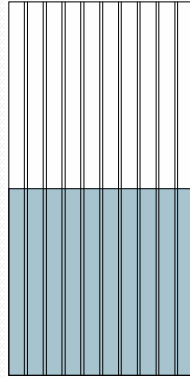
10 columns x 280 agates  
8.97" x 20.0"



**2/3 page**

**National (net)**  
\$21,000  
**Metro (net)**  
\$16,300

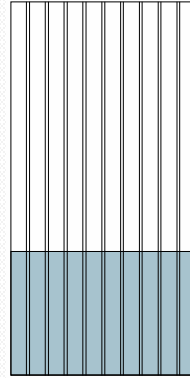
10 columns x 187 agates  
8.97" x 13.36"



**1/2 page**

**National (net)**  
\$17,500  
**Metro (net)**  
\$13,500

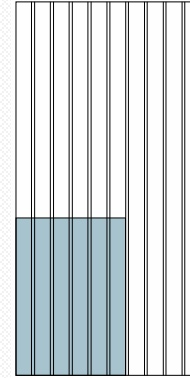
10 columns x 140 agates  
8.97" x 10"



**1/3 page**

**National (net)**  
\$12,600  
**Metro (net)**  
\$9,700

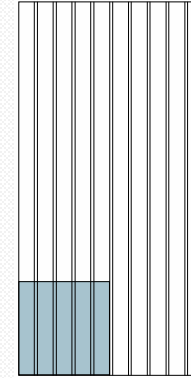
10 columns x 93 agates  
8.97" x 6.64"



**1/4 page**

**National (net)**  
\$12,500  
**Metro (net)**  
\$8,300

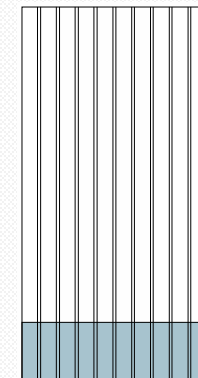
10 columns x 117 agates  
5.30" x 8.36"



**1/8 page**

**National (net)**  
\$8,300  
**Metro (net)**  
\$6,200

6 columns x 58 agates  
5.30" x 4.14"



**BANNER**

**National (net)**  
\$9,100  
**Metro (net)**  
\$6,900

10 columns x 47 agates  
8.97" x 3.36"

DIGITAL

### 500,000 impressions

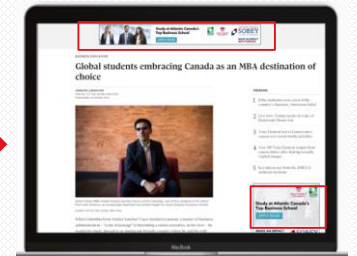
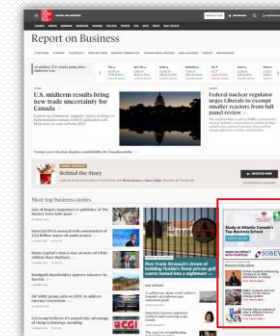
- 15,000 next to special report content.
- 485,000 co-branded audience engagement units

← **\$11,500 (net)**

**NEXT-TO-CONTENT IMPRESSIONS:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**CO-BRANDED IMPRESSIONS:** 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.



AUDIENCE ENGAGEMENT UNITS

ARTICLES WITH ADJACENT ADS

Note: All rates are net, agency fees are additional