

Giving Tuesday



Advertising Close: Tuesday, November 10, 2020

Material Due: Tuesday, November 17, 2020

Insertion Date: Tuesday, December 1, 2020

Investment: Special rates apply

Giving Tuesday is a global movement for giving and volunteering, taking place each year after Black Friday. The “opening day of the giving season,” it’s a time when charities, companies and individuals join together and rally for favourite causes.

The Globe and Mail will publish a Giving Tuesday special report on December 1st, 2020. This report is an ideal environment for you to raise awareness, increase donations, get more volunteers and highlight just how your company is making a difference.

For more information please speak with your Globe and Mail advertising sales representative today.

For additional information, contact
Keith Ryder, Special Reports Associate
kryder@globeandmail.com

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
610,000 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

Advertising Rates (Metro, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF FULL PAGE, 1/2 PAGE OR 1/4 PAGE

DIGITAL

- 200,000 OR 100,000 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

FULL PAGE + 200,000 DIGITAL IMPRESSIONS	\$9,900
1/2 PAGE + 200,000 DIGITAL	\$7,000
1/4 PAGE + 100,000 IMPRESSIONS	\$4,000

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

FULL PAGE	\$7,500
1/2 PAGE	\$4,000
1/4 PAGE	\$2,200

Option “C” - Digital Only

DIGITAL INVESTMENT

300,000 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 - \$4,800