

BOARD GAMES



The Globe and Mail's Board Games initiative is the highest-profile analysis of corporate governance at Canada's leading companies. The annual ranking rigorously assesses the boards and practices of the largest corporations within the benchmark S&P/TSX composite index, against a gold standard of governance procedure. This not only serves to inform investors about governance strengths and weaknesses, but also applauds the best boards in Canada.

Board Games provides an ideal environment for organizations looking to align themselves with content that connects with Canada's business community. To learn more and reserve your space, please speak with your Globe and Mail advertising representative today.

GET INVOLVED BY: Monday, November 9, 2020

MATERIAL DUE: Monday, November 16, 2020

PUBLICATION DATES: Monday, November 30, 2020

INVESTMENT: Special report/contract rates apply

EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY 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

For additional information, contact **KEITH RYDER, Special Reports Associate** kryder@globeandmail.com

NEWSPAPER AND DIGITAL

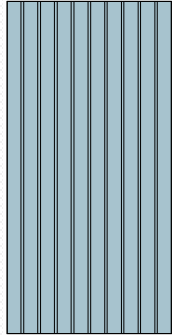
Editorial Special Reports (National)



2020

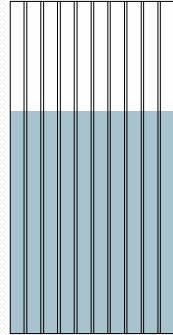
ADVERTISING OPTIONS

PRINT



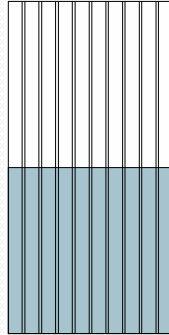
FULL PAGE

National (net)
\$24,300
10 columns x 280 agates
8.97" x 20.0"



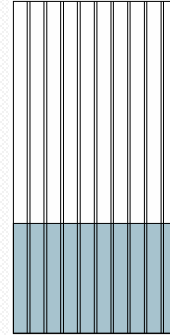
2/3 page

National (net)
\$20,250
10 columns x 187 agates
8.97" x 13.36"



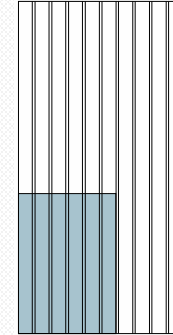
1/2 page

National (net)
\$14,300
10 columns x 140 agates
8.97" x 10"



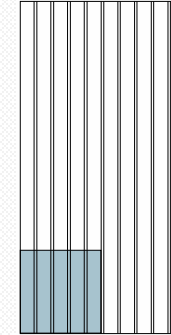
1/3 page

National (net)
\$10,125
10 columns x 93 agates
8.97" x 6.64"



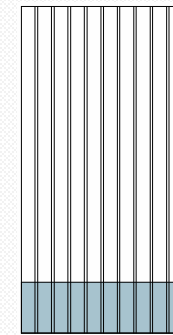
1/4 page

National (net)
\$7,500
6 columns x 117 agates
5.30" x 8.36"



1/8 page

National (net)
\$4,700
5 columns x 58 agates
5.30" x 4.14"



BANNER

National (net)
\$5,100
10 columns x 47 agates
8.97" x 3.36"

DIGITAL

TRAFFIC DRIVER IMPRESSIONS

450,000 co-branded content drivers on Globe and Mail

300 x 600, ROS placement, multi-platform as available.

750,000 (estimated) co-branded content drivers on Globe Alliance and extended network

300 x 600, CPC managed performance driving to editorial content.

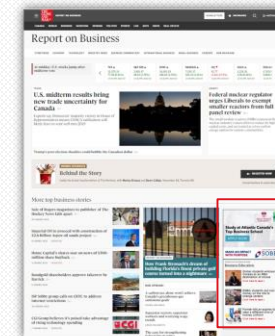
BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions

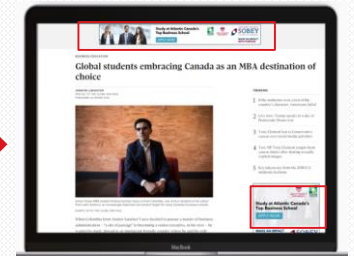
300x250 + 728x90 in roadblock

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

\$12,000 (net)



Audience Engagement Units



Articles with adjacent ads