

2021 METRO  
INTEGRATED  
CONTENT FEATURE

PRINT AND DIGITAL  
NEWSPAPER

# EXPLORE ONTARIO



Advertising Commitment	Material Deadline	Print/Digital Publication Date
April 30, 2021	May 7, 2021	Friday, May 28, 2021

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Ontarians have had months of on and off mandatory lock downs due to COVID-19 and there is no doubt with the summer of 2021 right around the corner, we will all want to explore our province and see what Ontario has to offer. With travel regulations still in place around the world, now is the time for all us to experience Ontario.

On Friday, May 28<sup>th</sup>, The Globe and Mail will publish Explore Ontario, filled with trip ideas and eye-popping visuals that will help families, friends and couples planning their next holiday and adventure. Explore Ontario will be the ideal content environment for business and organizations looking to connect with these vacationers and day trippers.

To learn more and to book your space, please speak with your Globe and Mail advertising sales 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:** Metro Edition  
592,000  
WEEKDAY PRINT READERS  
Source: Vividata Fall 2020, Ontario, A14+

**ONLINE:** Ontario  
4.2 MILLION MONTHLY UVs  
Source: Comscore Media Metrix Multi  
Platform, Ontario, Jul-Sep 2020 (Q3) 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



## 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