

# PRIVATE SCHOOLS MAKING THE DECISION

**GET INVOLVED BY:** Tuesday, January 12, 2021  
**MATERIAL DUE:** Tuesday, January 19, 2021  
**PUBLICATION DATES:** Tuesday, February 9, 2021

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

The open houses have been attended, the questions have been asked and the entrance exams have been completed. Now, with approval notifications reaching the parents of prospective students, caregivers are making the decision on which school their child will attend.



To assist those still-undecided Moms and Dads, The Globe and Mail will publish Private Schools – Making the Decision. In this special feature, readers will find guidelines on how to evaluate school attributes such as academic structure, curriculum, pandemic safety measures, athletic programs, cost, teaching methods, and more.

For additional information, contact

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

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**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

## Integrated Content Features – Advertising Rates (National)

### ADVERTISING OPTIONS

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/or 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 SPONSOR CONTENT ARTICLES RUN IN PARTNER SECTION

	NATIONAL
FULL PAGE + DIGITAL	\$19,200
TWO-THIRDS (2/3) PAGE + DIGITAL	\$13,700
HALF (1/2) PAGE + DIGITAL	\$10,900
THIRD (1/3) PAGE + DIGITAL	\$8,100
QUARTER (1/4) PAGE + DIGITAL	\$6,700
BANNER + DIGITAL	\$5,300
EIGHTH (1/8) PAGE + DIGITAL	\$4,300

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

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