

Travel and Credit Card Rewards



Globe and Mail readers tend to spend more on their credit cards than the average Canadian. They are also savvy consumers who love to collect points and go the extra mile to maximize rewards. To help them find the card that gets them the most from purchases, The Globe and Mail will publish Travel and Credit Card Rewards features throughout 2021.

| Advertising Commitment | Material Deadline | Print/Digital Publication Date |
|------------------------|-------------------|--------------------------------|
| December 16, 2020 | December 23, 2020 | January 6, 2021 |
| January 20, 2021 | January 27, 2021 | February 10, 2021 |
| February 24, 2021 | March 3, 2021 | March 17, 2021 |
| March 24, 2021 | March 31, 2021 | April 14, 2021 |
| April 21, 2021 | April 28, 2021 | May 12, 2021 |
| June 2, 2021 | June 9, 2021 | June 23, 2021 |
| June 23, 2021 | June 30, 2021 | July 14, 2021 |
| July 21, 2021 | July 28, 2021 | August 11, 2021 |
| August 25, 2021 | September 1, 2021 | September 15, 2021 |
| September 29, 2021 | October 6, 2021 | October 20, 2021 |
| October 27, 2021 | November 3, 2021 | November 17, 2021 |
| November 24, 2021 | December 1, 2021 | December 15, 2021 |
| | | (Above dates are Wednesdays) |

Investment: Special/Contract Rates apply

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: National Edition
 923,000
 WEEKDAY PRINT READERS
 Source: Vividata Fall 2020, National, A14+

The Globe and Mail
ONLINE: National
 7.5 MILLION MONTHLY UVs
 Source: Comscore Media Metrix Multi-Platform, 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

Rewards Opportunities– 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. ALL ABOVE RATES INCLUDE 400,000 DIGITAL IMPRESSIONS 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 PERFORMANCE

- Nationally targeted on Globe and Mail, Globe Alliance and Hearst
- Fixed delivery of advertiser’s choice of audience engagement to content and/or brand ads units, or over set time frame (e.g. 4-6 weeks)
- 4,500,000 estimated impressions
- 2,500 clicks guaranteed clicks

DIGITAL INVESTMENT

\$14,500 (Includes media + development of 2 text based articles)