

# High-Impact Ad Unit Comparison Tool

## Achieve deep consumer engagement with the high-impact Canvas ad unit

Our largest format delivers bold, interactive media, customized to illustrate the difference between your product or service and a key competitor

## Talk to us today to build your program



Creation of your ad unit by the Globe's Creative Studio is included in your media purchase

blackownedmb.com, a Manitoba-based site. Education is a huge piece of active allyship work. "A lot of people [say] they didn't know, so do that homework," Sully says.

STORY CONTINUES BELOW ADVERTISEMENT

**COMPARE UPS®**  
SEE HOW IT STACKS UP AGAINST THE COMPETITION

Learn More

PRICING	POPULARITY	CUSTOMER SUPPORT
 UPS GROUND: 2 POUND BOX <b>\$13.61</b> <i>four business days in transit</i>		
 FedEx GROUND: 2 POUND BOX <b>\$15.73</b> <i>four business days in transit</i>		

3. Diversify your social-media feed.

The shoppable element of Instagram makes it a prime spot to connect with Black-owned brands, Black artists, virtual events that support the Black community and more. Search for new-to-you accounts and ask friends who they're following. "The

## Make the difference clear

The Comparison Canvas unit compares the advantages of one company of another. For example, UPS shipping fees vs. FedEx

## Reach Globe readers wherever they are

The Comparison Canvas unit is optimized for all devices and users - desktop, tablet & mobile