



**Globe Campus: The Globe's
University Subscription Program**
empowering the leaders of tomorrow



Introducing an all-new way to make a **Positive Difference**

Help to empower the leaders of tomorrow with The Globe's Student Subscription Program

The Globe and Mail's premium content already has strong usage among university students and faculty, however, students have limited funds to pay for an annual subscription.

To this end, we have been working with key universities across the country to help develop and inspire the leaders of tomorrow by providing faculty and students with digital subscriptions.

This will allow access to the vast array of curated news resources from the [Globeandmail.com](https://www.globeandmail.com) to use both in and outside of the classroom.

We are now looking for select partners to join us in building a better tomorrow.



Go beyond CSR to demonstrate your **Leadership Position**

by helping students improve their standing and the world around them

The Globe and Mail's Student Subscription Program offers post-secondary students *Globe Unlimited* subscriptions to foster their interest in credible journalism – at a time when access to trusted news sources has never been more important.

Partner with The Globe to sponsor this initiative and engage an active student audience in the process.

Your brand will bring students all the benefits of a *Globe Unlimited* digital subscription including: Newsletters, Tools, eBooks & Guides, Member exclusive experiences and of course, The Globe's renowned journalism

Branding touchpoints - digital



Registration Page

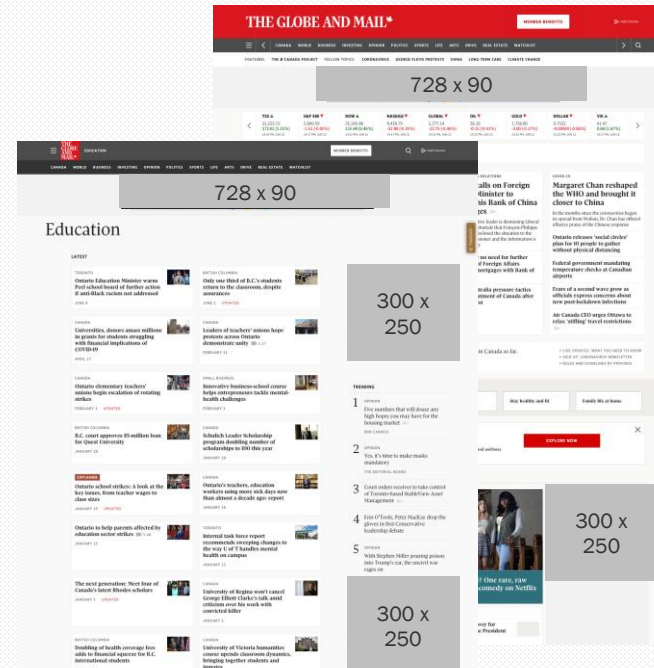
- Branding and sponsor messaging on the *Registration* Page where students accept their sponsored *Globe Unlimited* subscription.
- Page is pixelated, creating an exclusive audience pool available for retargeting
- Options to add Opt-In for future mailings with this audience*

*subject to legal and school approval



Welcome email

- Once registered, students will receive a welcome email with sponsor branding, outlining all of the benefits of their new *Globe Unlimited* subscription compliments of the sponsor.



Contextual Placements and The Globe's Home Page

- Run your brand messaging in relevant contextual environments from Finance to Education
- Leverage the Globe and Mail Home Page for higher impact branding with wallpaper

Audience Targeting

- Tap into The Globe's robust audience targeting across The Globe Alliance.
- Leverage the exclusive audience built from the pixelated registration page



Branding touchpoints - print



Congratulations to the 2020 Graduating Class

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McGill University is a proud supporter of the Globe Campus program, providing McGill students and faculty with a free digital subscription to globeandmail.com. To learn more about Globe Campus, visit tgms.ca/globecampus.

CLIENT
LOGO

Sponsor recognition in acknowledgement ads

- Receive additional branding in print ads that acknowledge participating schools and The Globe's University Subscription program including sponsor mention and branding giving the program a halo effect, going beyond the student audience

Full Page Print Ad

Client Full Page Print Ads

- A series of print ads offered at a special rate for participation within the program