

ONTARIO ARTS AND CULTURE



Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
June 30 th , 2021 October 8 th , 2021	July 9 th , 2021 October 15 th , 2021	Friday, July 30 th , 2021 Friday, November 5 th , 2021

INVESTMENT : SPONSOR CONTENT OR CONTRACT RATES APPLY

Many businesses and organizations have struggled due to COVID-19 related closures, the arts community in Ontario is among those hardest hit.

As COVID restrictions ease, museums and attractions have learned how to safely open to small group visits and many have introduced virtual exhibits

To help readers understand the many opportunities that are available for them to safely enjoy, The Globe and Mail will publish Ontario Arts and Culture.

Available twice in 2021, it's the ideal environment to promote your event, attraction or facility. To learn more, reach out to your Globe and Mail advertising representative.

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