

Tax Preparation for Small Business

Advertising Commitment	Material Deadline	Print/Digital Publication Date
January 12, 2021	February 2, 2021	Saturday, February 27, 2021

INVESTMENT: INTEGRATED CONTENT OR CONTRACT RATES APPLY



Every year, entrepreneurs must engage in preparing and filing their business tax return. For them to realize the best possible financial benefits, it's important that they understand the elements, components and processes. To provide tips and insights for business owners to get the most out of the tax filing exercise, ROB will produce Tax Preparation for Small Business.

This special feature is also an ideal environment for advertisers looking to connect with ROB's small business audience. In conjunction with ad support, your brand can be included in content space via quote or mention. Don't miss this opportunity to connect with SMBs who will benefit by knowing about your product or service.

For additional information, contact
KEITH RYDER, Special Reports Associate
kryder@globeandmail.com

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

REACH YOUR TARGET

PRINT

Report on Business magazine

1,146,000

PRINT READERS PER ISSUE

2,248,000

PRINT AND DIGITAL READERS PER ISSUE

Source: Vividata Fall 2020, National Print AIR/Digital
Monthly

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

Advertising Rates – ADVERTORIAL INTEGRATED CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF AD SPACE: ONE FULL PAGE, TWO FACING PAGES (DPS) or HALF PAGE. Advertising space can consist of brand ad and/or client approved content (additional investment required for 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

DPS + 400,000 DIGITAL IMPRESSIONS	\$38,625
FULL PAGE + 400,000 DIGITAL IMPRESSIONS	\$23,294
1/2 PAGE + DIGITAL 400,000 DIGITAL IMPRESSION	\$17,688

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED 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

DPS	\$34,058
FULL PAGE	\$17,920
1/2 PAGE	\$12,019

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

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 guaranteed clicks

\$14,500

(Includes media + promotion to 2 text based articles)