

Celebrate Small Business

Advertising Commitment	Material Deadline	Print/Digital Publication Date
August 10, 2021	August 31, 2021	Saturday, September 25, 2021



INVESTMENT: INTEGRATED CONTENT FEATURE OR CONTRACT RATES APPLY

There are well over one million small businesses in Canada, employing millions of Canadians. These entrepreneurs have weathered the pandemic storm, developed growth strategies and built markets for their goods at home and abroad. Who are these people, how did they do it and what are their plans for the future? In a celebration of Small Business Month, ROB magazine will showcase visionaries from across the country in a very special feature.

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

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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)