

Big Deals

Advertising Commitment	Material Deadline	Print/Digital Publication Date
February 17, 2021	March 3, 2021	Wednesday, March 17, 2021

Investment: Special report/contract rates apply



2020 was a year like no other. COVID-19 forced numerous organizations to adjust their strategies, resulting in extensive corporate upheaval. This led to huge volatility in the markets, resulting in business winners as well as losers.

With so many required shifts and adjustments, the work done against mergers and acquisitions, IPOs, financing and the general repositioning of stock offerings was exceptional. Big Deals is The Globe and Mail's annual report recognizing the work done by top bankers and lawyers in all of these areas.

Big Deals captures the trends, personalities and stories behind the headlines. Appearing this March, it will provide readers with an understanding of the agreements made, how they happened and their effect on stock portfolios.

For additional information, contact
Keith Ryder, Special Reports Associate
kryder@globeandmail.com

EDITORIAL SPECIAL REPORTS
ARE TURNKEY CONTENT
ADJACENCY SOLUTIONS THAT
PROVIDE STRONG CONNECTION
BETWEEN ADVERTISER AND
READER

REACH YOUR TARGET

PRINT: National Edition
923,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2020,
National, A14+
The Globe and Mail

ONLINE: National
7.5 MILLION MONTHLY UVs

Source: Comscore Media Metrix Multi-Platform,
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

Advertising Rates (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS).

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

½ PAGE + DIGITAL	\$19,900
FULL PAGE + DIGITAL	\$29,900
DPS + DIGITAL	\$39,900

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

½ PAGE	\$14,300
FULL PAGE	\$24,300
DPS	\$36,400

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

500,000 impressions - co-branded audience engagement units

- Delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to article(s).
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- One-month delivery on all impressions, subject to availability and seasonal adjustments.

DIGITAL ONLY INVESTMENT - \$11,500