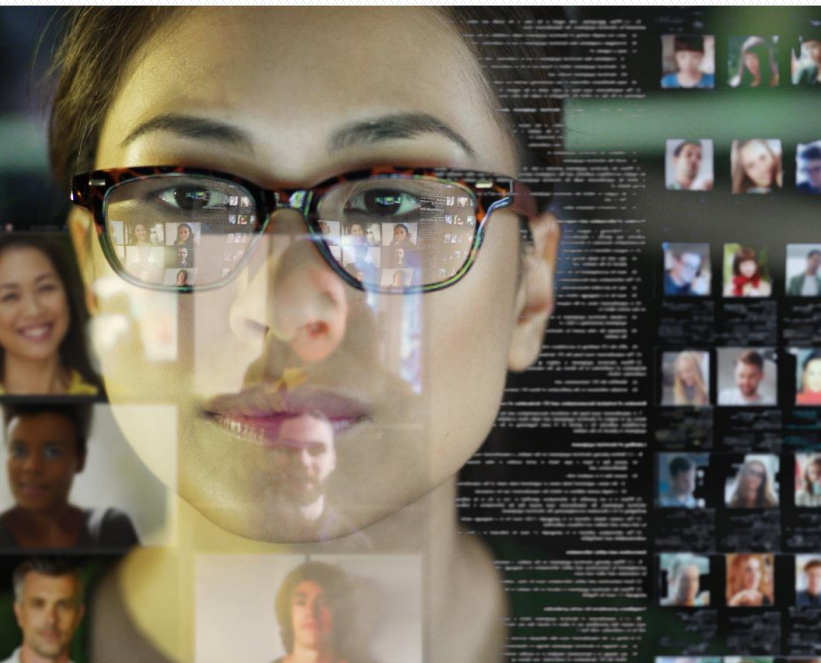


# Business Education



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Advertising Commitment	Material Deadline	Print/Digital Publication Date
April 16, 2021	April 23, 2021	Friday, May 7, 2021
October 14, 2021	October 21, 2021	Thursday, November 11, 2021

**Investment:** Special report/contract rates apply

Since early in 2020, Canada and the world have been experiencing business upheaval like never before. Organizational challenges due to the pandemic have required companies to react with innovative solutions, and to implement fresh thinking for what may be next.

Canadian universities and colleges have and will continue play a key part in academically preparing this country's business leaders for the vast range of issues that arise. Whether the programs be part-time, full-time, MBA, EMBA, diploma or certification, there are opportunities for all educational objectives. To help readers identify and select what makes the most sense for their career goals and corporate needs, The Globe is pleased to present these Business Education special reports.

**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 – EDITORIAL SPECIAL REPORTS (National)

### Option “A” - Print and Digital Bundle

#### PRINT

- YOUR CHOICE OF ONE FULL PAGE, TWO FACING PAGES (DPS) or HALF PAGE.

#### DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300x600 traffic drivers with 1 article link, and 200,000x 300 x 250 big box brand impressions
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

#### PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + DIGITAL	\$29,900
DPS + DIGITAL	\$39,900
1/2 PAGE + DIGITAL	\$19,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

### Option “B”- Print Only

#### PRINT INVESTMENT

FULL PAGE	\$24,300
DPS	\$36,400
1/2 PAGE	\$14,300

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

### Option “C” - Digital Only

#### DIGITAL INVESTMENT

- Estimated (1,290,000x) 300 x 600 traffic drivers to special report content, delivered via Globe and Mail, and Globe Response (CPC managed performance)
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,100 – 1,600 estimated page views\*

\$12,000

\* Additional page views may be driven through editorial channels

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.. ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.