

CELEBRATING PHYSICIANS



Advertising Commitment	Material Deadline	Print/Digital Publication Date
March 29, 2021	April 5, 2021	Monday, May 3, 2021

INVESTMENT: SPONSOR CONTENT OR CONTRACT RATES APPLY

Physicians save lives, but their importance goes far beyond that. They also make a difference by helping patients minimize pain, recover from disease and learn to live with disabling injuries. Throughout this pandemic, the medical and therapeutic value they have brought as we continue to feel the health effects of COVID-19 has been unprecedented.

May 1 is National Physicians' Day. To help celebrate these champions, The Globe and Mail will produce Celebrating Physicians, a special feature that will recognize these professionals and the efforts they make to keep us all healthy. Don't miss this opportunity to align your marketing message with inspirational excellence.

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: 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