

# Private Schools

**GET INVOLVED BY:** Thursday, September 9, 2021  
**MATERIAL DUE:** Wednesday, September 15, 2021  
**PUBLICATION DATE:** Friday, October 1, 2021

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

The Globe and Mail's Private Schools report provides parents with timely and thought-provoking information to help them find the right fit for their children.

## PROPOSED EDITORIAL LINEUP:

- How has COVID-19 transformed education delivery short and long term?
- Strategies for paying for tuition, the add-ons, and how to secure financial aid during a difficult economic period.
- The five steps to finding the perfect school for your child.
- The academic advantage of private schools, including International Baccalaureate and Advanced Placement programs.

Note: Custom content opportunities are available, speak to your account manager for more details.

**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



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## Special Report Advertising Rates (National)

### ADVERTISING OPTIONS

Special Reports 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/or client sponsor content
  - Additional investment applicable for client sponsor content.
- 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.

FULL PAGE + 300,000 IMPRESSIONS	\$19,200
TWO-THIRDS PAGE + 300,000 IMPRESSIONS	\$14,700
HALF PAGE + 300,000 IMPRESSIONS	\$11,500
ONE THIRD PAGE + 300,000 IMPRESSIONS	\$8,000
QUARTER PAGE + 300,000 IMPRESSIONS	\$6,200
EIGHTH (1/8) PAGE	\$4,000
BANNER AD	\$3,200
150,000 DIGITAL IMPRESSIONS	\$2,800

DIGITAL IMPRESSIONS DELIVERED AS TRAFFIC DRIVERS ACROSS DESKTOP, TABLET AND MOBILE WEB.

ONE MONTH DELIVERY, CONTEXTUAL PLACEMENT, SUBJECT TO AVAILABILITY AND 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