

COLLEGES

Advertising Commitment	Material Deadline	Print/Digital Publication Date
September 21, 2021	October 19, 2021	Tuesday, October 26, 2021

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Colleges are a key component in Canada's higher education landscape. This Special Editorial Report will examine the substantial role that colleges play in the education of both young people as they begin post-secondary education and older adults looking to enhance and update career skills.

Tentative editorial topics

- College education in the days of COVID
- Notable college research initiatives
- How institutions are getting students ready to face shifting economic and societal climates
- Changing direction - A look at mature students who are educating themselves for career changes

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



For additional information, contact:

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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. Advertising space can consist of brand ad and/or 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

FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg.1 full page ad + 1 page client approved content) + DIGITAL	\$39,900
½ PAGE (eg.¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900

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

FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400
½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

TRAFFIC DRIVER IMPRESSIONS

450,000 co-branded content drivers on Globe and Mail
300 x 600, ROS placement, multi-platform as available.

750,000 (estimated) co-branded content drivers on Globe Alliance and extended network

300 x 600, CPC managed performance driving to editorial content.

BRANDING ADJACENT TO CONTENT

16,000 guaranteed brand ad impressions
300x250 + 728x90 in roadblock

\$12,000

- Print sizes and digital frequency noted are the most popular. Ask about rates for other options.
- All rates noted are net, agency fees are additional.