

# ONLINE EDUCATION

**GET INVOLVED BY:** Monday, November 1, 2021  
**MATERIAL DUE:** Monday, November 8, 2021  
**PUBLICATION DATES:** Monday, November 22, 2021

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

The pandemic has shown us that institutional learning doesn't need to be confined to a physical classroom. This is good news as students continue to look for alternative ways to effectively earn degrees and update skills. At the same time, schools are looking at attracting students from across the country and around the world. This special editorial report discusses the latest trends in online education.

**TENTATIVE TOPICS INCLUDE:**

- How schools have adapted to how they deliver learning options
- Case studies of students doing online degrees through Canadian institutions
- Student's guide to selecting the online program that's right for them
- The online connection for international students

For additional information, contact

**Andrea D'Andrade, Senior Manager, Special Products**  
[adandrade@globeandmail.com](mailto:adandrade@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**

# NEWSPAPER AND DIGITAL

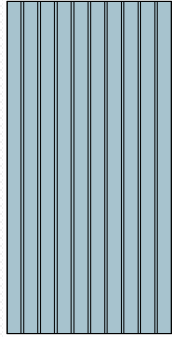
## Editorial Special Reports (National)



2021

### ADVERTISING OPTIONS

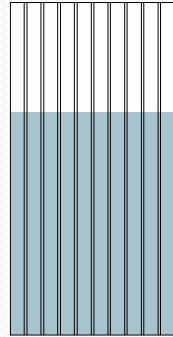
PRINT



**FULL PAGE**

**National (net)**  
**\$24,300**

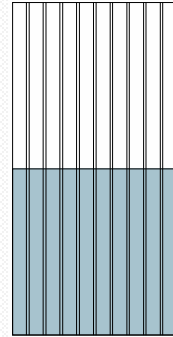
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**2/3 page**

**National (net)**  
**\$20,250**

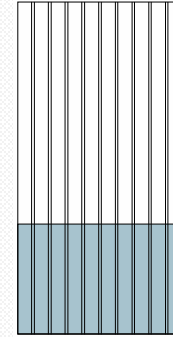
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**1/2 page**

**National (net)**  
**\$14,300**

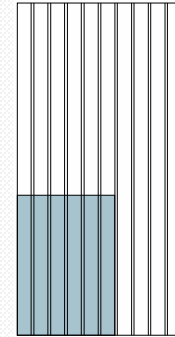
10 columns x 140 agates  
8.97" x 10"



**1/3 page**

**National (net)**  
**\$10,125**

10 columns x 93 agates  
8.97" x 6.64"



**1/4 page**

**National (net)**  
**\$7,500**

6 columns x 117 agates  
5.30" x 8.36"

DIGITAL

### 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.

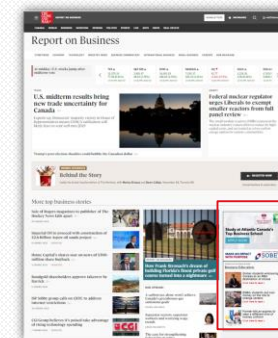
### BRANDING ADJACENT TO CONTENT

**16,000 (estimated) brand ad impressions**

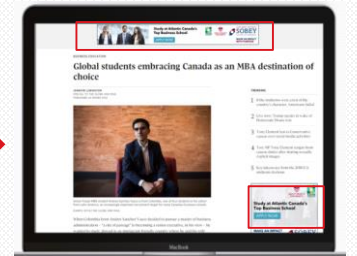
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.  
Post-campaign reporting on selected analytics.

**\$12,000 (net)**



Audience Engagement Units



Articles with adjacent ads

