

# ONTARIO ARTS AND CULTURE



Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
July 28th <sup>th</sup> , 2021	August 6th <sup>th</sup> , 2021	Friday, August 27th, 2021
October 8th, 2021	October 15th, 2021	Friday, November 5th, 2021

**INVESTMENT :** SPONSOR CONTENT OR CONTRACT RATES APPLY

Many businesses and organizations have struggled due to COVID-19 related closures, the arts community in Ontario is among those hardest hit.

As COVID restrictions ease, museums and attractions have learned how to safely open to small group visits and many have introduced virtual exhibits

To help readers understand the many opportunities that are available for them to safely enjoy, The Globe and Mail will publish Ontario Arts and Culture.

Available twice in 2021, it's the ideal environment to promote your event, attraction or facility. To learn more, reach out to your Globe and Mail advertising representative.

For additional information, contact  
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**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