

2022 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

# Colleges and Institutes

## Future-proofing Canadian communities



**PUBLICATION DATE:** Friday, February 25, 2022

**GET INVOLVED BY:** Friday, January 7

**MATERIAL DUE:** Wednesday, February 9

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Colleges and institutes play an essential role in supporting the health and resilience as well as the environmental and economic well-being of Canadian communities across the country. This special feature, produced in collaboration with Colleges and Institutes Canada, highlights the efforts of colleges and institutes to address emerging challenges and respond to community needs.

**Proposed topic highlights:**

**COLLABORATION** – Working closely with industry and communities to identify and address urgent needs.

**RESEARCH & INNOVATION** – Enabling the success of learners and partners through research and development.

**EQUITY & INCLUSION** – Advancing equity and inclusion by eliminating barriers to participation.

**OUTLOOK** – Tackling today's big issues like economic recovery and climate change.

**GET INVOLVED TODAY. CONTACT:**

**RICHARD DEACON**, Project Manager T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

**INTEGRATED CONTENT FEATURES ARE TURNKEY ADVERTORIAL SOLUTIONS.**

PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

**THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE**

**ONLINE: National Edition 4.1 MILLION WEEKLY DIGITAL READERS**

**PRINT: National Edition 936,000 WEEKDAY PRINT READERS**  
Source: Vividata Winter 2020 Readership Study National

**WITH POWERFUL INTERACTIVITY RESULTS 35% HIGHER READING TIME OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS. GAM SITE AVERAGE**

**3 X HIGHER CTR ON ADS NEXT TO CONTENT VS. GAM SITE AND CANADIAN AVERAGE**  
Source: Omniture, Doubleclick

**Click on the report below to see a similar feature**

