

2021 NATIONAL  
SPONSOR  
CONTENT FEATURE

NEWSPAPER  
AND DIGITAL

# McGill 200 - Homecoming

Celebrating milestones and connections with the McGill community



**PUBLICATION DATE:** Friday, October 1

**GET INVOLVED BY:** Monday, July 16

**PRINT/DIGITAL AD MATERIAL DUE:** Friday, September 24

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

For two centuries, McGill has been a beacon of knowledge and transformation in Montreal, Quebec, Canada and the world. This special feature will explore highlights of this legacy as well as share a vision for the next 100 years of shaping the world and inspiring new generations of students and educators.

**Proposed topic highlights:**

**HOMECOMING** – Celebrating milestones and connections with the McGill community.

**IMPACT** – Notable examples of McGill’s leadership in research and education.

**REACH** – Recognizing the wide variety of contributions of McGill stakeholders, supporters and community members to the world.

**VISION** – Planning for the next century of impactful community engagement.

**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

**7.5 MILLION MONTHLY UVs**

Source: Comscore Media Metrix Multi-Platform,  
Jul-Sep 2020 (Q3) Average

**PRINT:** National Edition

**923,000 WEEKDAY PRINT READERS**

Source: Vividata Fall 2020, National, A14+

## 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

Click on the report below to  
see a similar feature

