

PRIVATE SCHOOLS MAKING THE DECISION



SPONSOR CONTENT DEADLINE: Thursday, December 16, 2021

STANDARD BRAND AD DEADLINE: Tuesday, January 11, 2022

MATERIAL DUE: Thursday, January 20, 2022

PUBLICATION DATES: Thursday, February 10, 2022

INVESTMENT: INTEGRATED CONTENT OR CONTRACT RATES APPLY

The open houses have been attended, the questions have been asked and the entrance exams have been completed. Now, with approval notifications reaching parents of prospective students, caregivers are making the decision on which school their child will attend.

To assist those still-undecided Moms and Dads, The Globe and Mail will publish Private Schools – Making the Decision. In this special feature, readers will find guidelines on how to evaluate school attributes such as academic structure, curriculum, pandemic safety measures, athletic programs, cost, teaching methods, and more.

Customized sponsor content is available, speak to your Account Manager for more information.

For additional information, contact

ANDREA D'ANDRADE, Senior Manager, Special Products adandrade@globeandmail.com

INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL
SOLUTIONS. PARTICIPATING
ADVERTISERS CAN BE
MENTIONED/QUOTED WITHIN
CONTENT SPACE.

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

Special Reports and Integrated Content Features – Advertising Rates (National): Private Schools

ADVERTISING OPTIONS

Special Report 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 and/or 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.

SPECIAL REPORTS AND INTEGRATED CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as
 - 50% 300x600 audience engagement units with advertiser logo above article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

SPECIAL REPORTS APPEAR IN RELEVANT SECTION. INTEGRATED CONTENT ARTICLES WILL APPEAR IN PARTNER SECTION

NATIONAL

FULL PAGE + DIGITAL	\$19,200
TWO-THIRDS (2/3) PAGE + DIGITAL	\$17,000
HALF (1/2) PAGE + DIGITAL	\$14,000
THIRD (1/3) PAGE+ DIGITAL	\$10,800
QUARTER (1/4) PAGE + DIGITAL	\$9,000
BANNER*	\$4,000
EIGHTH (1/8) PAGE*	\$3,200

* Digital impressions not included

ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS HAVE ONE MONTH DELIVERY. 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.