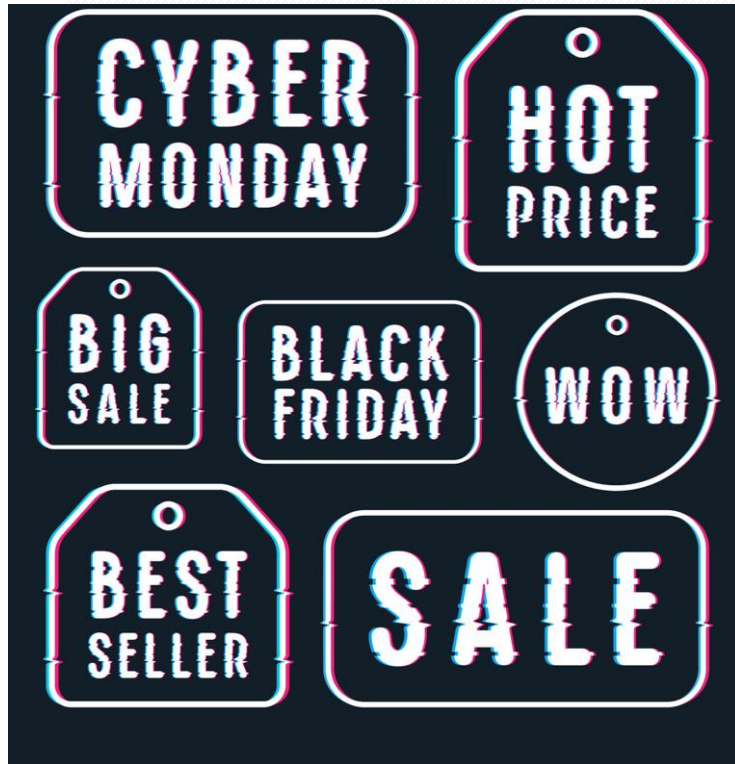


BLACK FRIDAY AND CYBER MONDAY



GET INVOLVED BY: Friday, October 29, 2021

MATERIAL DUE: Friday, November 5, 2021

PUBLICATION DATE: Friday, November 26, 2021

INVESTMENT: Special rates apply

With Covid-19 restrictions loosened and the economy opening up, this shopping season promises to be the best that local retailers and businesses have enjoyed for some time.

To help consumers on the hunt for great Black Friday and Cyber Monday deals, The Globe and Mail's annual feature will include half-page stories on multiple categories of interest to Globe and Mail readers. Potential pillars could include travel, auto, apparel, electronics/cameras and more.

Don't miss out on this outstanding opportunity to drive traffic to your physical and online store helping you to increase your holiday sales!

For additional information, contact

KEITH RYDER, Special Reports Associate

kryder@globeandmail.com

Sponsor content features are turnkey advertorial solutions. Participating advertisers can be mentioned/quoted within content space.

REACH YOUR TARGET

PRINT: Ontario 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

Advertising Rates (Metro, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF FULL PAGE, 1/2 PAGE OR 1/4 PAGE

DIGITAL

- 200,000 OR 100,000 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.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + 200,000 DIGITAL IMPRESSIONS	\$9,900
1/2 PAGE + 200,000 DIGITAL	\$7,000
1/4 PAGE + 100,000 IMPRESSIONS	\$4,000

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS ACROSS GLOBEANDMAIL.COM. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE	\$7,500
1/2 PAGE	\$4,000
1/4 PAGE	\$2,200

Option “C” - Digital Only

DIGITAL INVESTMENT

300,000 impressions - co-branded audience engagement units

- Delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to article(s).
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- One-month delivery on all impressions, subject to availability and seasonal adjustments.

DIGITAL ONLY INVESTMENT - \$4,800