

# ARTIFICIAL INTELLIGENCE



**INVESTMENT:** SPECIAL REPORT/CONTRACT RATES APPLY

Staying ahead in the accelerating artificial-intelligence race requires leaders to make fast yet informed decisions about where and how to employ AI in their organizations.

This editorial report will examine the latest trends in business adoption of AI, how it's being used across industries and business functions and what lies ahead.

To learn more, please speak with your Globe and Mail advertising sales representative today,

For additional information, contact **KEITH RYDER**,  
**Special Reports Associate**  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT  
ADJACENCY SOLUTIONS THAT  
PROVIDE STRONG  
CONNECTION BETWEEN  
ADVERTISER AND READER



**PRINT: National Edition**

714,000 WEEKDAY

PRINT READERS

Source: Vividata Fall 2021, National, A14+

**PRINT/DIGITAL: National Edition**

6,367,000 WEEKLY

PRINT/DIGITAL READERS

Source: Vividata Fall 2021, National, A14+

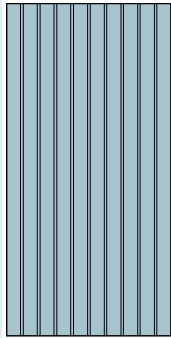
**Sponsor content on digital and print  
platforms is available. Ask your  
account manager for more details.**

# ARTIFICIAL INTELLIGENCE 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 2, 2021	December 23, 2021	December 30, 2021	Thursday, January 13, 2022
February 17, 2022	March 10, 2022	March 17, 2022	Thursday, March 31, 2022
April 14, 2022	May 5, 2022	May 12, 2022	Thursday, May 26, 2022
June 9, 2022	June 30, 2022	July 7, 2022	Thursday, July 21, 2022
August 18, 2022	September 8, 2022	September 15, 2022	Thursday, September 29, 2022
October 13, 2022	November 3, 2022	November 10, 2022	Thursday, November 24, 2022

# Editorial Special Reports (National) – Advertising Rates

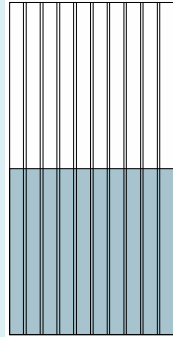
PRINT



FULL PAGE

National (net)  
\$24,300

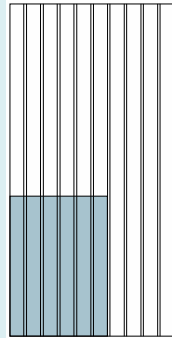
10 columns x 280 agates  
8.97" x 20.0"



1/2 page

National (net)  
\$14,300

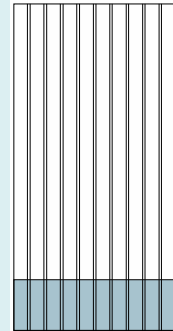
10 columns x 140 agates  
8.97" x 10"



1/4 page

National (net)  
\$7,500

6 columns x 117 agates  
5.30" x 8.36"



BANNER

National (net)  
\$5,100

10 columns x 47 agates  
8.97" x 3.36"

EVENT

## GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

Includes:

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

**35,000 (net)**

DIGITAL

### TRAFFIC DRIVER IMPRESSIONS

#### Globe and Mail

(300,000x) 300 x 600, ROS placement, multi-platform as available.

#### Globe Alliance and extended network

(200,000x) 300 x 600+300x250, Advanced contextual targeting

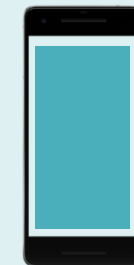
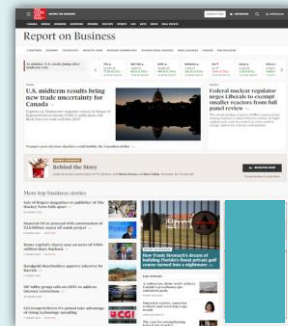
### BRANDING ADJACENT TO CONTENT

**1,500 – 2,000 estimated page views**

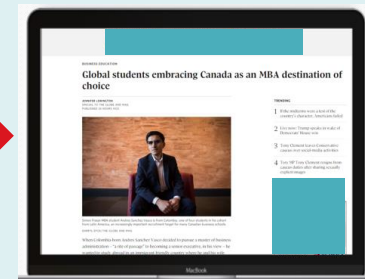
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



**\$15,000 (net)**