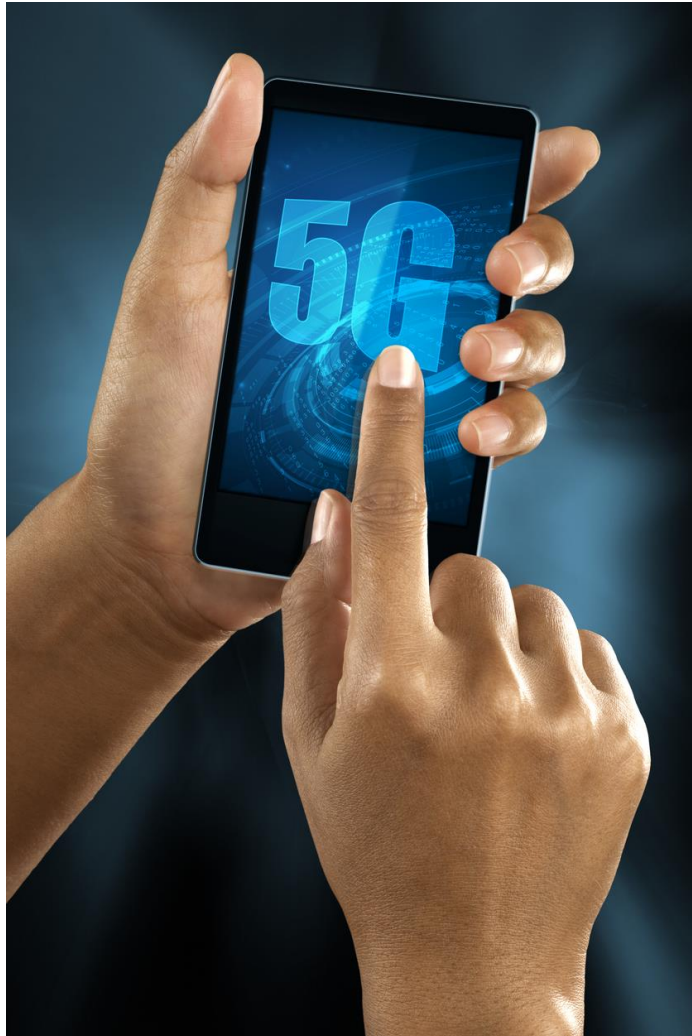


HOW 5G WILL CHANGE THE WORLD



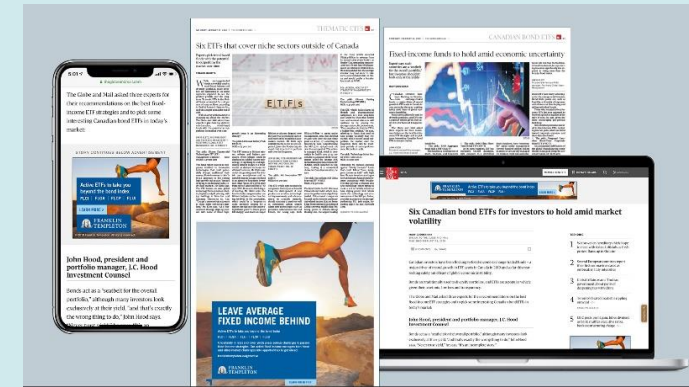
INVESTMENT: Special REPORT/CONTRACT RATES APPLY

5G-enabled smartphones are hitting the Canadian market with 10x faster speeds, reduced lag times and more devices and sensors that can be connected. The impact of this next generation of network technology spans all markets from consumer to government, business and industrial organizations in a variety of activities from manufacturing to healthcare to transportation.

The Globe and Mail will offer a special report to help readers understand how this transformative technology will accelerate innovation, connect communities and help secure our world. Don't miss out on the opportunity to have your brand aligned with this valuable content series.

For additional information, contact **KEITH RYDER**,
Special Reports Associate 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+

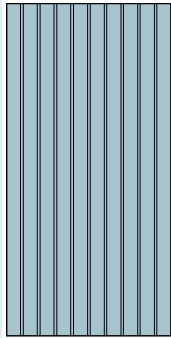
*Sponsor content on digital and print
platforms is available. Ask your
account manager for more details.*

HOW 5G WILL CHANGE THE WORLD - 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 21, 2021	January 11, 2022	January 18, 2022	Tuesday, February 1, 2022
February 22, 2022	March 15, 2022	March 22, 2022	Tuesday, April 5, 2022
April 26, 2022	May 17, 2022	May 24, 2022	Tuesday, June 7, 2022
June 28, 2022	July 19, 2022	July 26, 2022	Tuesday, August 9, 2022
August 23, 2022	September 13, 2022	September 20, 2022	Tuesday, October 4, 2022
November 8, 2022	November 29, 2022	December 6, 2022	Tuesday, December 20, 2022

Editorial Special Reports (National) – Advertising Rates

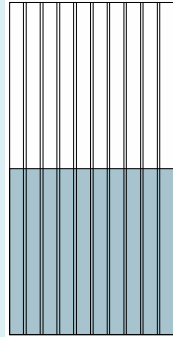
PRINT



FULL PAGE

National (net)
\$24,300

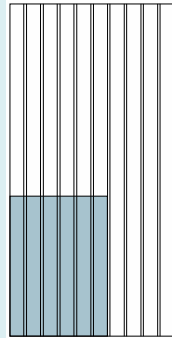
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

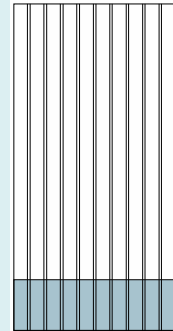
10 columns x 140 agates
8.97" x 10"



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

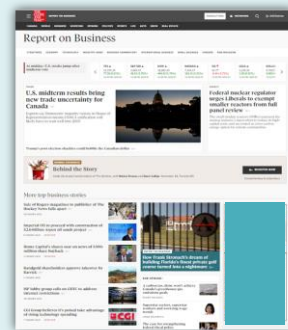
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

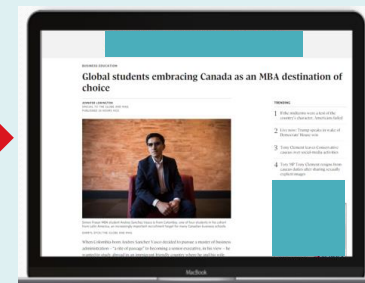
300x250 + 728x90 in roadblock

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)