

REMEMBRANCE DAY

PUBLICATION DATES: Thursday, November 11, 2021

GET INVOLVED BY: Thursday, October 14, 2021

MATERIAL DUE: Wednesday, October 27, 2021

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES
APPLY



November 11th commemorates the end of hostilities in the First World War. Originally Armistice Day, it is now Remembrance Day in Canada and other Commonwealth countries, and Veterans Day in the United States. The anniversary serves to honour those who have served, and continue to serve our country during times of war, conflict and peace.

In this special Remembrance Day report, Globe and Mail readers will learn about the sacrifices military members made for our country during the World Wars and other violent conflicts, and the significance of the anniversary.

For additional details contact **Keith Ryder, Special Reports Associate**

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EDITORIAL SPECIAL REPORTS

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

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

Advertising Rates – EDITORIAL SPECIAL REPORTS (National)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ONE FULL PAGE, TWO FACING PAGES (DPS) or HALF PAGE.

DIGITAL

- 400,000 IMPRESSIONS delivered as (200,000x) 300x600 traffic drivers with 1 article link, and 200,000x 300 x 250 big box brand impressions
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

PRINT + DIGITAL BUNDLED INVESTMENT

FULL PAGE + DIGITAL	\$29,900
DPS + DIGITAL	\$39,900
½ PAGE + DIGITAL	\$19,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

DIGITAL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

Option “B”- Print Only

PRINT INVESTMENT

FULL PAGE	\$24,300
DPS	\$36,400
½ PAGE	\$14,300

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

- Estimated (1,290,000x) 300 x 600 traffic drivers to special report content, delivered via Globe and Mail, and Globe Response (CPC managed performance)
- Advertiser branding as 300x250 big box + 728x90 leaderboard appears next to articles
- 1,100 – 1,600 estimated page views*

\$12,000

* Additional page views may be driven through editorial channels

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