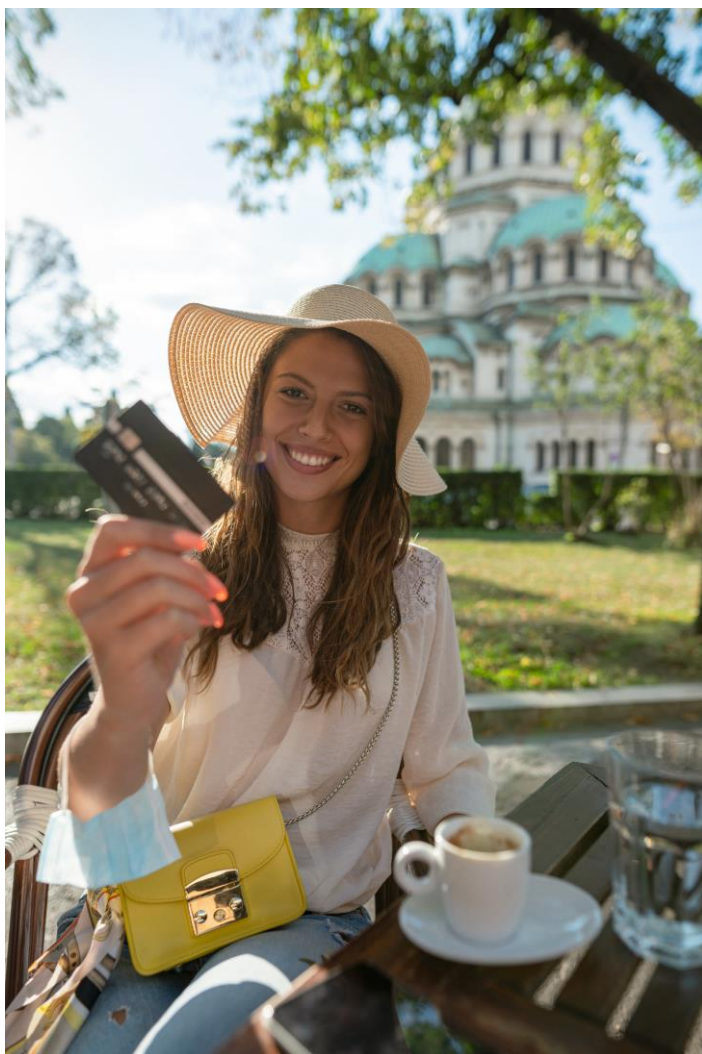


TRAVEL AND CREDIT CARD REWARDS



Globe and Mail readers spend more on their credit cards than the average Canadian. With the rise of online shopping, they have been using their credit cards more frequently for personal and business transactions.

They are also savvy consumers who love to collect points and go the extra mile to maximize rewards. To help them find the card that gets them the most from purchases, The Globe and Mail will publish Travel and Credit Card Rewards features throughout 2022.

INVESTMENT

INTEGRATED CONTENT/CONTRACT RATES APPLY

For additional information, contact **KEITH RYDER**,
Special Reports Associate kryder@globeandmail.com

INTEGRATED CONTENT FEATURES

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

REACH YOUR TARGET

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+

TRAVEL AND CREDIT CARD REWARDS 2022 SCHEDULE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
December 15	January 5	January 12	Wednesday, January 26, 2022
January 18	February 2	February 9	Wednesday, February 23, 2022
February 18	March 2	March 9	Wednesday, March 23, 2022
March 9	March 30	April 6	Wednesday, April 20, 2022
April 13	May 4	May 11	Wednesday, May 25, 2022
May 11	June 1	June 8	Wednesday, June 22, 2022
June 8	June 29	July 6	Wednesday, July 20, 2022
July 6	July 27	August 3	Wednesday, August 17, 2022
August 17	September 7	September 14	Wednesday, September 28, 2022
September 14	October 5	October 12	Wednesday, October 26, 2022
October 12	November 2	November 9	Wednesday, November 23, 2022
November 2	November 23	November 30	Wednesday, December 14, 2022

Advertising Rates – INTEGRATED CONTENT FEATURES (National)

Option “A” - Print and Digital Bundle

PRINT

- Your choice of ONE FULL PAGE or HALF PAGE brand ad

DIGITAL

- 400,000 IMPRESSIONS delivered ROS as
 - (200,000x) 300 x 600 audience engagement units with advertiser logo above article link
 - (200,000x) 300x250 big box + 728x90 leaderboard advertiser brand ads
- 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**

HALF PAGE + DIGITAL **\$19,900**

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 **\$24,300**

HALF PAGE **\$14,300**

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

SPONSOR CONTENT

1x custom developed sponsor article

Exclusive brand ad surround: 300x250 + 728x90 in roadblock

DIGITAL PROMOTION

- Native native widget impressions on Globe and Mail
- CPC managed performance on Globe Alliance and extended networks
- Social amplification

ARTICLE PAGE VIEWS

1,400 – 2,000 estimated

\$15,000

All rates noted are net, agency fees are additional