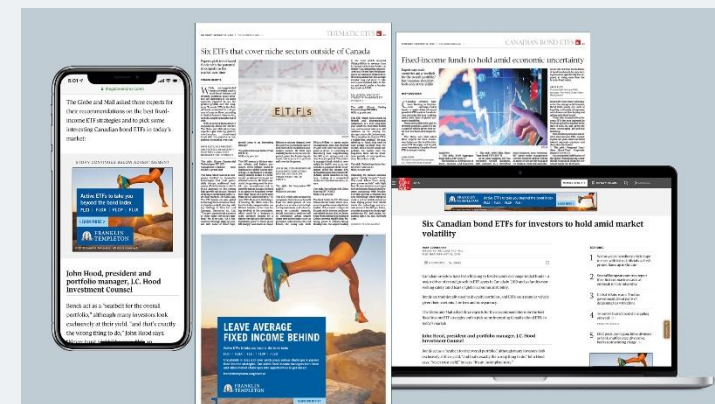


Board Games



The Globe and Mail's Board Games project is Canada's highest-profile analysis of corporate governance. The annual ranking assesses the boards and governance practices of Canada's largest corporations within the S&P/TSX. The measures inform investors about strengths and weaknesses in governance, and applauds boards in Canada for their practices.

The 2021 Board Games package will highlight and showcase innovative practices and provide data on the progress that has been made on key shareholder democracy issues.



Editorial Reports

Turnkey content marketing solutions that deliver valuable connections to ideal print and digital audiences.



Editorial webcasts

Connect with decision makers through authentic conversations about today's most pressing issues.

Advertising Commitment

November 15th, 2021

Material Deadline

November 22nd, 2021

Publication Date

Monday December 6th, 2021

For complete information, please contact:

Keith Ryder kryder@globeandmail.com
Special Reports Associate

Jackie Kivi jkivi@globeandmail.com
Account Manager, Corporate Partnerships, Events



Print

Reach valuable audiences across Canada in our trusted and high-recall editorial reports. It's unbeatable brand alignment.

Globe and Mail National Edition

923,000 weekday readers

Source: Vividata Fall 2020 National, A14+



Digital

Engage and drive response from desirable consumers through the effectiveness of Globe and Mail digital platforms.

7,500,000 monthly Unique Visitors

Source: Comscore Media Metrix Multi-Platform, Jul-Sep 2020 (Q3) Average



Webcasts

Connect directly with the audiences that matter in our live and interactive editorial webcast opportunities.

Globe Webcasts

45 mins discussion + 15 mins Q&A

Average attendee duration: 50 mins

Average number of registrants: 500

Average number of attendees: 300

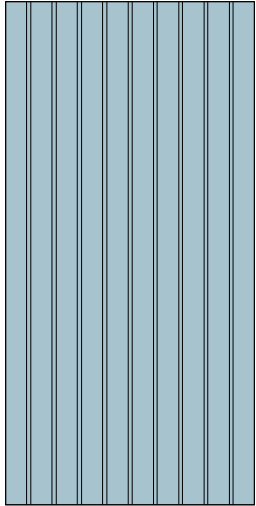
Average rating in post-event survey: 6 out a 7 point scale

(Source: Globe and Mail internal data)

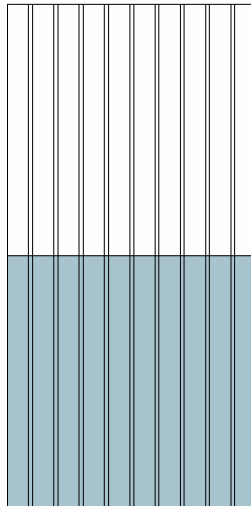
Deliver big marketing impact through Globe and Mail editorial reports

NEWSPAPER (National)

Your choice of ad sizes:



Full page
\$24,300 net



1/2 page
\$14,300 net

DIGITAL (National)

TRAFFIC DRIVER IMPRESSIONS

- 685,000 co-branded content drivers on **Globe and Mail** - 300x600, ROS placement, multi-platform as available.
- 750,000 (estimated) co-branded content drivers on **Globe Alliance and extended network sites** - 300x600, CPC managed performance driving to editorial content.

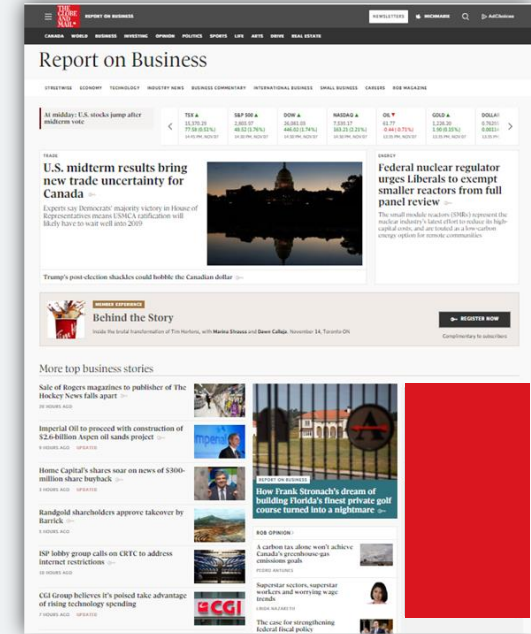
BRANDING ADJACENT TO CONTENT

- 300x250 + 728x90 in roadblock

PAGE VIEWS

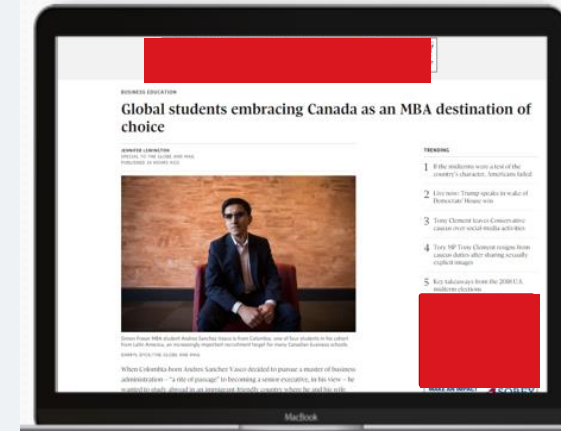
1,100 – 1,600 estimated + editorially driven views

\$12,000 net



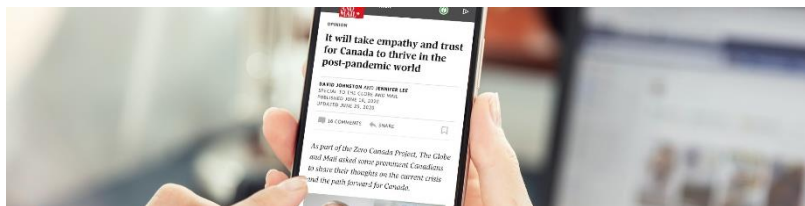
Brand ads
next to
content

Traffic driver
ads



Connect to leaders and influencers through The Globe's editorial webcast sponsorship

Globe and Mail editorial webcasts are exclusive opportunities for your brand to connect directly with customers, through topics that are critical to their lives and businesses.



Pre-event marketing

High impact event promotion

Sponsor receives “sponsored by” branding elements across:

- 2x event promotion print ads in The Globe newspaper to drive audience acquisition – 1.8 million impressions
- Event promotion ads on globeandmail.com
- 2x targeted emails to relevant Globe subscriber lists
- Organic social posts on Globe and Mail Events channels

Attracting the ideal audience

- Email invitation to influencers and policy makers identified by Globe editorial
- Option to send invites to your client base



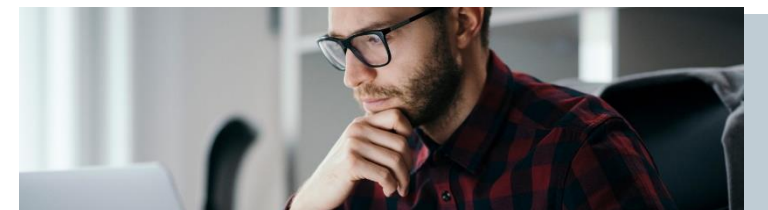
The event

Engaging 60-minute editorial webcast

Hosted by The Globe and Mail and recorded for post event viewing

- 45min panel discussion + 15min Q&A
- Branded Integration: “sponsored by” branding elements
- Speaker integration opportunity (pending editorial approval)

Investment: \$35,000



Post-event marketing

Continues to amplify the topic-sponsor connection

- Webcast link hosted on Globe and Mail Events page and provided to the sponsor to post on their site for a limited time.
- Highlights article produced for The Globe website, appearing on Globe and Mail Events page
- Post-event thank you email to attendees, including link to the webcast, highlights article on globeandmail.com/events, a 50-word promotional message from sponsor and link to sponsor website
- Promotional driver to webcast link posted on Globe and Mail Events page.

Own the corporate governance conversation

Don't miss your sponsorship opportunity – purchase components separately or bundle to save!



	Print only	Digital only	Webcast only	Print + digital	Print + webcast	Digital + webcast	Print + digital + webcast
PRINT (half page brand ad)	*			*	*		*
DIGITAL		*		*		*	*
WEBCAST			*		*	*	*
INVESTMENT	\$14,300	\$12,000	\$35,000	\$24,300	\$45,200	\$45,200	\$55,000
							10% discount – your best deal!