

Explore Ontario

Standard Brand Ad Deadline	Material Deadline	Publishing Date
April 12	April 22	Friday, May 13, 2022

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

As we start to emerge from pandemic restrictions the urge to get out of the house and explore is stronger than ever. And as we head into spring and summer, people will be itching to fill their leisure time with fun day trips and weekend getaways.

The Globe and Mail's Explore Ontario is the perfect place for travelers to look for exciting local destination ideas. As a visually enticing feature, it will help readers decide what their next getaway will be, and what to do when they get there. Explore Ontario is the ideal content environment for businesses and organizations looking to connect with these vacationers and day trippers.

To learn more and to book your space, please speak with your Globe and Mail advertising sales representative today.

INTEGRATED CONTENT FEATURES

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

REACH YOUR TARGET

PRINT: Metro Edition

388,000 WEEKDAY PRINT READERS
Source: Vividata Fall 2021, Ontario
(Metro edition), A14+

DIGITAL: Metro Edition

2,263,000 WEEKLY DIGITAL READERS
Source: Vividata Fall 2021, Ontario
(Metro edition), A14+

PRINT/DIGITAL: Metro Edition

3,015,000 WEEKLY PRINT/DIGITAL
READERS
Source: Vividata Fall 2021, Ontario
(Metro edition), A14+



For additional information, contact
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Integrated Content Features – Advertising Rates (Metro)

ADVERTISING OPTIONS

Integrated Content Features are offered as bundled advertising packages across print and digital media.

PRINT

- YOUR CHOICE OF AD SIZE
- Advertising space can consist of brand and/or client sponsor content.
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.

INTEGRATED CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE OR RELEVANT SECTION

DIGITAL

- IMPRESSIONS delivered as
 - 50% 300x600 audience engagement units with advertiser logo above article link
 - 50% 300x250 big box + 728x90 leaderboard advertiser brand ads
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.

INTEGRATED CONTENT ARTICLES WILL RUN IN PARTNER SECTION

<u>Metro</u>	
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$13,300
HALF (1/2) PAGE + DIGITAL	\$11,500
THIRD (1/3) PAGE+ DIGITAL	\$8,800
QUARTER (1/4) PAGE + DIGITAL	\$7,700
BANNER*	\$4,100
EIGHTH (1/8) PAGE*	\$3,200

*No digital impressions included

ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS HAVE ONE MONTH DELIVERY. DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.