

ONTARIO ARTS AND CULTURE

Sponsor Content Deadline	Standard Brand Ad Deadline	Material Deadline	Publishing Date
February 22	March 11	March 18	Friday, April 8
August 26	September 9	September 16	Friday, October 7

INVESTMENT: INTEGRATED CONTENT/CONTRACT RATES APPLY

Globe and Mail readers love arts and culture. With 2022 promising to mark the return to live theatre productions, music festivals, museums and art galleries, they want to know what's available in Ontario's wonderful cultural scene.

Ontario Arts and Culture, available twice in 2022, is a great way for advertisers to reach them with their message about their latest production, show, exhibit or performance.

To learn more, reach out to your Globe and Mail advertising representative today.

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: 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+



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.