

Business Education

Sponsor Content Deadline	Standard Ad Close Deadline	Material Deadline	Issue Date
April 1, 2022	April 13, 2022	April 29, 2022	Friday, May 13, 2022
October 10, 2022	October 20, 2022	November 7, 2022	Monday, November 21, 2022

EDITORIAL SPECIAL REPORTS

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

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+

*Sponsor content on digital and
print platforms is available. Ask
your account manager for more
details.*



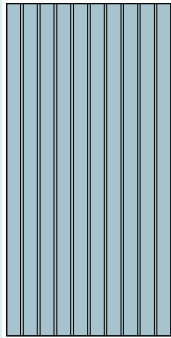
Since the early pandemic days, Canada and the world have been experiencing business upheaval like never before. These challenges have required companies to react with innovative solutions, and to implement fresh thinking for what may be next.

Through various business programs, Canadian universities and colleges have continued to play a key part in preparing business leaders for the arising business issues. Whether they be part-time, full-time, MBA, EMBA, diploma or certification, there are a multitude of opportunities for all educational objectives. The Globe and Mail's Business Education reports will help readers identify and select those that make the most sense for their career goals and corporate needs.

For additional information, contact
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Editorial Special Reports (National) – Advertising Rates

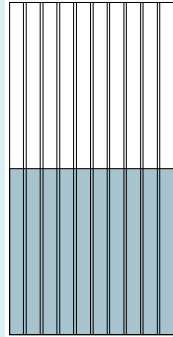
PRINT



FULL PAGE

National (net)
\$24,300

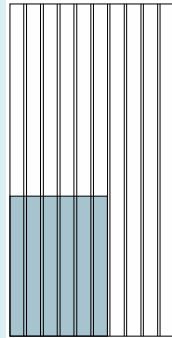
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

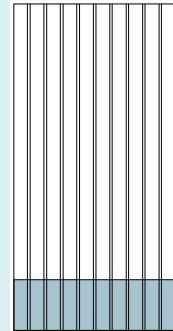
10 columns x 140 agates
8.97" x 10"



1/4 page

National (net)
\$7,500

6 columns x 117 agates
5.30" x 8.36"



BANNER

National (net)
\$5,100

10 columns x 47 agates
8.97" x 3.36"

EVENT

GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

Includes:

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

35,000 (net)

DIGITAL

TRAFFIC DRIVER IMPRESSIONS

Globe and Mail

(300,000x) 300 x 600, ROS placement, multi-platform as available.

Globe Alliance and extended network

(200,000x) 300 x 600+300x250, Advanced contextual targeting

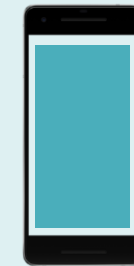
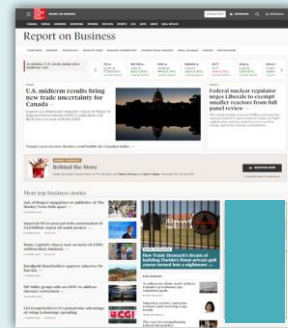
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

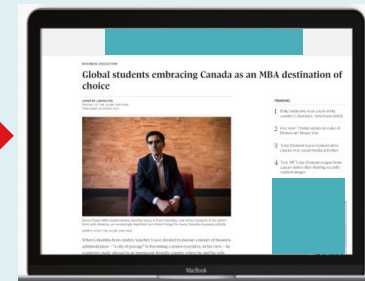
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads



\$15,000 (net)