



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# Education for Tomorrow

**Integrated Features are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.**

Topics are informed by Sophi, The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

## Themes for Education for Tomorrow

While the world of education was starting to evolve long before the pandemic hit, there’s no doubt it helped accelerate numerous trends: from the ability to learn from anywhere, as remote and hybrid learning became a viable educational model, to a shift away from exams toward assessments as a more common way of evaluating knowledge and performance. There’s also movement toward project-based and hands-on learning, and new academic programs to prepare students for the work world of tomorrow. It all adds up to a new and exciting world of education. This special feature not only explores these trends, but it also provides your organization with the opportunity for alignment within the content. Speak with your Globe and Mail account manager to learn more.

**For additional information contact**

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**43%**

more likely to have university degree of higher

**20%**

more likely to donate to education or alumni associations

**204,000**

readers expect to have a child graduate from high school or university next year

**Print/Digital Weekly Readers – 5,898,000**

**Print Weekly Readers – 2,697,000 | Digital Weekly Readers – 4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

**Standard Booking Deadline**

**Material Deadline**

**Publication Dates**

**Sponsor Content Booking Deadline**

March 16, 2023

March 30, 2023

Thurs, April 13, 2023

February 16, 2023

# Print and digital packages – driving thought leadership and awareness

Package	Print	Digital	Investment	Value
<b>Multi-platform 100% SOV feature – FP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>	\$25,000	\$75,447
<b>Multi-platform 100% SOV feature – HP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 500-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>	\$20,000	\$47,447
<b>Print Multi-advertiser – FP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention interwoven</li> </ul>	NOT APPLICABLE	Print rates apply	
<b>Print Multi-advertiser – HP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 450-word article related to feature topic with your quote/mention interwoven</li> </ul>	NOT APPLICABLE	Print rates apply	
<b>Digital 100% SOV feature</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,900 to 2,800 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul>	\$17,000	\$31,396
<b>Digital 100% SOV sponsor content</b> <i>Fully integrated with sightline / approval on content</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,800 to 2,700 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word <b>sponsor content article</b> custom developed to your specifications.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul>	\$17,000	\$28,661
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>500,000 impressions:</b> <ul style="list-style-type: none"> <li>○ 250,000 300x600 to special feature content, 250,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$8,000	\$11,000