

Private Schools

Sponsor Content Booking Deadline: August 12, 2022
Standard Brand Ad Booking Deadline: September 7, 2022
Material Due: September 16, 2022
Publication Date: Friday, October 7, 2022

Investment: Special report/contract rates apply

As education continues to evolve and parents increasingly look to enroll their children in private schools to give them a leg up on learning, The Globe and Mail's **Private Schools** editorial special report provides parents with timely and thought-provoking information to help them make the best decisions for their children's education.

Topics covered in this report may include:

Leaders of tomorrow: How private schools are equipping the next generation to solve the big issues of the future.

The pandemic learning loss: Canada's private schools are ensuring their students stay ahead of the curve.

Beyond academics: It's all about well-rounded students at today's private schools, which are increasingly focusing on the arts, sports and overall mental health and wellness.

Paying for private school: Planning ahead for private school fees, securing financial aid, and more.

Custom content opportunities are available, speak to your account manager for more details.

**EDITORIAL SPECIAL
REPORTS**
ARE TURNKEY CONTENT
ADJACENCY SOLUTIONS THAT
PROVIDE STRONG
CONNECTION BETWEEN
ADVERTISER AND READER

REACH YOUR TARGET

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+

DIGITAL: National
8 MILLION MONTHLY UVs

Source: Comscore Media Metrix Multi-Platform, Jul-Sep 2021 (Q3) Average



For additional information, contact:

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Special Products

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Special Reports and Integrated Content Features – Advertising Rates (National): Private Schools

ADVERTISING OPTIONS

Special Report and 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.

SPECIAL REPORTS AND 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.

SPECIAL REPORTS APPEAR IN RELEVANT SECTION. INTEGRATED CONTENT ARTICLES WILL APPEAR IN PARTNER SECTION

<u>NATIONAL</u>	
FULL PAGE + DIGITAL	\$19,200
TWO-THIRDS (2/3) PAGE + DIGITAL	\$17,000
HALF (1/2) PAGE + DIGITAL	\$14,000
THIRD (1/3) PAGE+ DIGITAL	\$10,800
QUARTER (1/4) PAGE + DIGITAL	\$9,000
BANNER*	\$4,000
EIGHTH (1/8) PAGE*	\$3,200

* Digital impressions not 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.