

# Private Schools



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**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

## Special Reports – Advertising Rates (National): Private Schools

### ADVERTISING OPTIONS

Special Report 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.

**SPECIAL REPORTS 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.**

#### NATIONAL

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 IINCLUDE 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.**