

# AIDS PREVENTION & RESEARCH

Ad Booking Deadline	Material Deadline	Publishing Date
June 30	July 8	Friday, July 29, 2022

Over the past few decades, massive advancements have been achieved in the global prevention and treatment of AIDS. With the 24th International AIDS Conference taking place in Montreal this summer, there's sure to be an increased interest surrounding the latest research and developments when it comes to preventing and curing this disease.

To explore and promote the amazing developments that we're seeing in the world of AIDS prevention and research, The Globe and Mail is offering a special integrated feature. With potential stories ranging from advocacy and public health efforts to the latest developments in cutting-edge treatments and vaccines, it will be a fascinating read for Canadians interested in health and wellbeing trends.

**For more information, contact:**  
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## INTEGRATED CONTENT FEATURES

ARE TURNKEY ADVERTORIAL SOLUTIONS. PARTICIPATING ADVERTISERS CAN BE MENTIONED/QUOTED WITHIN CONTENT SPACE.

## REACH YOUR TARGET

PRINT: National Edition  
714,000 WEEKDAY PRINT  
READERS

Source: Vividata Fall 2021, National, A14+

DIGITAL: National  
8 MILLION MONTHLY UVs  
Source: Comscore Media Metrix Multi-Platform,  
Jul-Sep 2021 (Q3) Average

PRINT/DIGITAL National Edition  
6,367,000 WEEKLY  
PRINT/DIGITAL READERS

Source: Vividata Fall, 2021, National, A14+



# Integrated Content Features – Advertising Rates

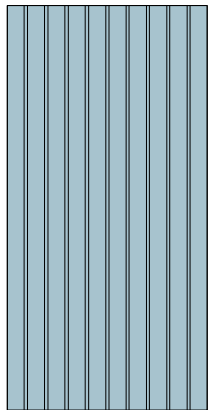
## ADVERTISING OPTIONS

Integrated Content Features are offered as bundled advertising packages across print and digital media.

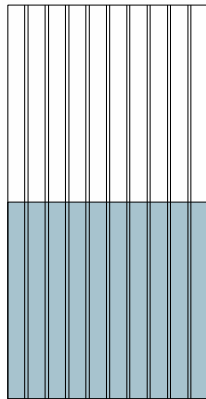
### PRINT

YOUR CHOICE OF FULL OR HALF PAGE

- Advertising space can consist of brand ad and/or client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.



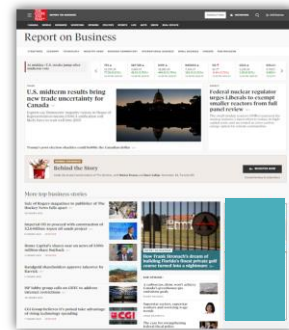
**FULL PAGE**  
10 columns x  
280 agates  
8.97" x 20.0"



**1/2 PAGE**  
10 columns x  
140 agates  
8.97" x 10"

### DIGITAL

- 300,000 IMPRESSIONS delivered as
  - 50% 300x600 traffic driver ads with advertiser logo next to 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.



**TRAFFIC DRIVERS**



**ARTICLES RUN IN PARTNERS SECTION WITH ADJACENT SPONSOR BRAND ADS**

### NATIONAL

<b>FULL PAGE + DIGITAL</b>	<b>\$22,500</b>
<b>1/2 PAGE + DIGITAL</b>	<b>\$16,500</b>

ALL RATES INCLUDE 300,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

IMPRESSIONS DELIVERED ACROSS GLOBEANDMAIL.COM. 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