

# CANADIAN ENERGY

## 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+



The energy sector has always been vital to Canada's economy, and the industry has recently been undergoing some very interesting and important shifts. This new integrated content series will highlight some of the biggest-trending topics in the Canadian energy sector, potentially including themes such as sustainability and net-zero efforts, ESG (Environmental, Social and Governance) reporting trends, energy security, land reclamation projects, technological innovation, and more.

These features will offer advertisers an opportunity to connect with Globe and Mail readers, sharing the important and innovative things they are doing to make the Canadian energy industry better than ever.

For additional information, contact:

**JILLIAN CUDMORE, National Account Manager**

[jcudmore@globeandmail.com](mailto:jcudmore@globeandmail.com)

**KEITH RYDER, Special Reports Associate**

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

# CANADIAN ENERGY 2022 SCHEDULE

Standard Brand Ad Deadline	Material Deadline	Publishing Date
May 30	June 6	Monday, June 27, 2022
June 27	July 4	Monday, July 25, 2022
August 2	August 8	Monday, August 29, 2022
August 29	September 6	Monday, September 26, 2022
September 26	October 3	Monday, October 24, 2022
October 31	November 7	Monday, November 28, 2022
November 21	November 28	Monday, December 19, 2022

# Integrated Content Features – Advertising Rates

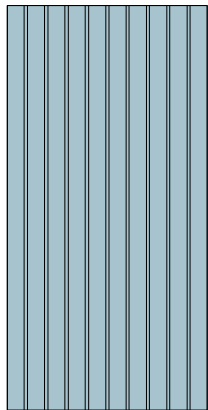
## ADVERTISING OPTIONS

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

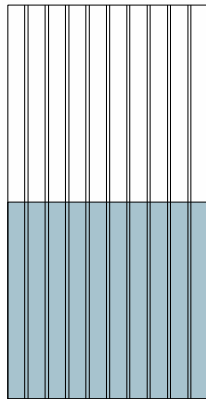
### PRINT

**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

**FULL PAGE + DIGITAL \$22,500**

**1/2 PAGE + DIGITAL \$16,500**

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