

Colleges

Standard Brand Ad Booking Deadline: November 2, 2022

Material Due: November 16, 2022

Publication Date: Wednesday, November 23, 2022

Investment: Special report/contract rates apply

When it comes to higher education, Canada's colleges offer the practical training and education that can set students up for success in the work world, whether that's straight out of high school, or as an older adult looking to upgrade skills or shift careers. This Special Editorial Report will explore the important role colleges play in today's education landscape.

Topics under consideration:

- College education as we emerge from COVID: how did the pandemic shift the way programs are delivered? Which changes were temporary, and which are here to stay?
- How colleges are preparing students the world's challenges of the future
- Innovative research initiatives at Canadian colleges
- How Canada's colleges are working with Indigenous communities to remove barriers to education
- Time for a change: how mature students are going to college to retrain for new careers

For additional information, contact:

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*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 Report Advertising Rates (National)

ADVERTISING OPTIONS

Special Reports 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

- 300,000 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

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

RATES INCLUDE 300,000 DIGITAL IMPRESSIONS, EXCEPT WHERE NOTED, ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS HAVE ONE MONTH DELIVERY TIME SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED COMPARED TO SINGLE MEDIA COMMITMENTS

RATES ARE NET, AGENCY FEES ARE ADDITIONAL.