

# Explore Ontario Fall Colours



Standard Brand Ad Deadline	Material Deadline	Publishing Date
August 10, 2022	August 19, 2022	Friday, September 9, 2022

**INVESTMENT:** INTEGRATED CONTENT/CONTRACT RATES APPLY

The pandemic seems to have rekindled our love affair with the outdoors – and the outdoors in Ontario rarely looks more beautiful than in the fall. As the leaves change to stunning colours and the air is cool and crisp, people will be eager to fill their leisure time with fun weekend day trips and getaways to make the most of the season. The Globe and Mail’s Explore Ontario is the perfect place for travelers to look for exciting local destination ideas for that perfect autumn outing. As a visually enticing feature, it will help readers decide what their next fall getaway will be, and what to do when they get there.

To learn more about advertising in this outstanding content environment, please speak with your Globe and Mail representative today.

For additional information, contact **KEITH RYDER, Special Reports Associate**  
[kryder@globeandmail.com](mailto:kryder@globeandmail.com)

## INTEGRATED CONTENT FEATURES

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

### REACH YOUR TARGET

**PRINT: Metro Edition**  
388,000 WEEKDAY PRINT READERS  
Source: Vividata Fall 2021, Ontario  
(Metro edition), A14+

**DIGITAL: Metro Edition**  
2,263,000 WEEKLY DIGITAL READERS  
Source: Vividata Fall 2021, Ontario  
(Metro edition), A14+

**PRINT/DIGITAL: Metro Edition**  
3,015,000 WEEKLY PRINT/DIGITAL READERS  
Source: Vividata Fall 2021, Ontario  
(Metro edition), A14+

## Integrated Content Features – Advertising Rates (Metro)

### ADVERTISING OPTIONS

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.

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.

INTEGRATED CONTENT ARTICLES WILL RUN IN PARTNER SECTION

<u>Metro</u>	
FULL PAGE + DIGITAL	\$15,100
TWO-THIRDS (2/3) PAGE + DIGITAL	\$13,300
HALF (1/2) PAGE + DIGITAL	\$11,500
THIRD (1/3) PAGE+ DIGITAL	\$8,800
QUARTER (1/4) PAGE + DIGITAL	\$7,700
BANNER*	\$4,100
EIGHTH (1/8) PAGE*	\$3,200

\*No digital impressions 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.