

# SMALL BUSINESS MONTH

Brand Ad Deadline	Material Deadline	Publishing Date
September 12	September 19	Monday, October 3, 2022

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

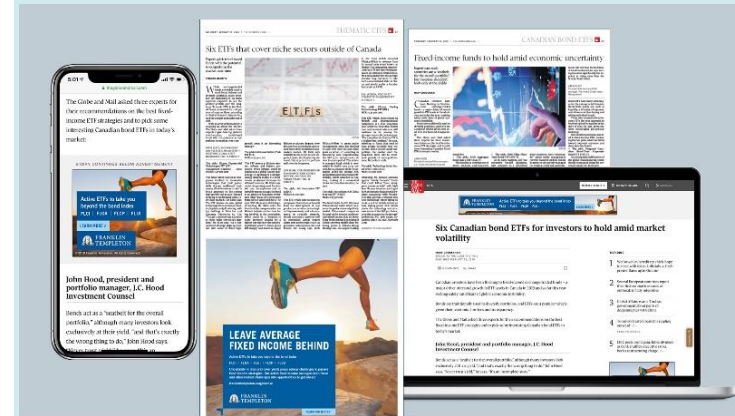
Spearheaded by passionate, hard-working owners and entrepreneurs, small businesses are undeniably the heart of our economy. But small businesses invariably have their share of hurdles to overcome, ranging from financial management and business development issues to stress and mental health, hiring and retention challenges and more.

In our Small Business Month special report, we'll explore a variety of small business-related challenges, solutions, and opportunities. In print and online, The Globe and Mail reaches Canada's C-suite and SMB owners and managers from coast to coast. Don't miss your opportunity to speak to this audience efficiently and effectively with your message.

For additional information, contact **KEITH RYDER**,  
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## EDITORIAL SPECIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY SOLUTIONS THAT PROVIDE STRONG CONNECTION BETWEEN ADVERTISER AND READER



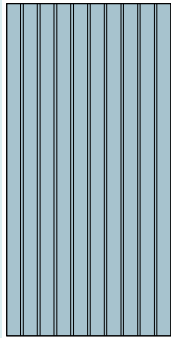
**PRINT: National Edition**  
637,000 WEEKDAY  
PRINT READERS  
Source: Vividata Spring 2022,  
National, A14+

**PRINT/DIGITAL: National Edition**  
5,860,000 WEEKLY  
PRINT/DIGITAL READERS  
Source: Vividata Spring 2022,  
National, A14+



# Editorial Special Reports (National) – Advertising Rates

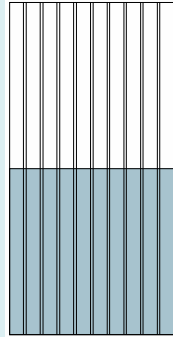
**PRINT**



**FULL PAGE**

**National (net)**  
\$24,300

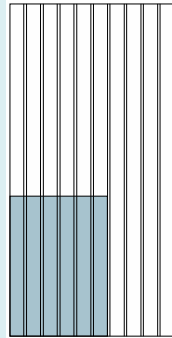
10 columns x 280 agates  
8.97" x 20.0"



**1/2 page**

**National (net)**  
\$14,300

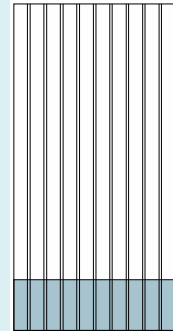
10 columns x 140 agates  
8.97" x 10"



**1/4 page**

**National (net)**  
\$7,500

6 columns x 117 agates  
5.30" x 8.36"



**BANNER**

**National (net)**  
\$5,100

10 columns x 47 agates  
8.97" x 3.36"

**EVENT**

**GLOBE BRANDED EVENTS - EXCLUSIVE SPONSORSHIP**

60-minute webcast, hosted by The Globe and recorded for post event viewing

Developed to align with this report's theme

**Includes:**

- High impact pre-event promotion across print, email, social channels
- Speaker integration opportunities (pending editorial approval) and "sponsored by" branding elements
- Post-event marketing to amplify topic-sponsor connection

**35,000 (net)**

**DIGITAL**

**TRAFFIC DRIVER IMPRESSIONS**

**Globe and Mail**

(300,000x) 300 x 600, ROS placement, multi-platform as available.

**Globe Alliance and extended network**

(200,000x) 300 x 600+300x250, Advanced contextual targeting

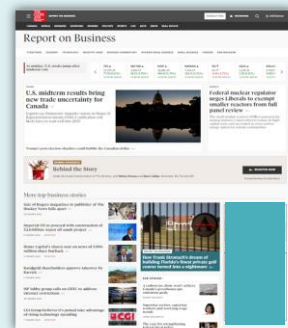
**BRANDING ADJACENT TO CONTENT**

**1,500 – 2,000 estimated page views**

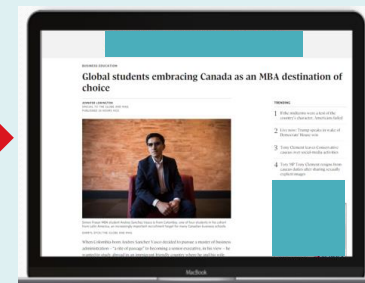
300x250 + 728x90 in roadblock

One-month delivery on all impressions, subject to availability and seasonal adjustments.

Post-campaign reporting on selected analytics.



Traffic Drivers



Articles with adjacent ads

**\$17,000 (net)**