

PAYMENT SOLUTIONS

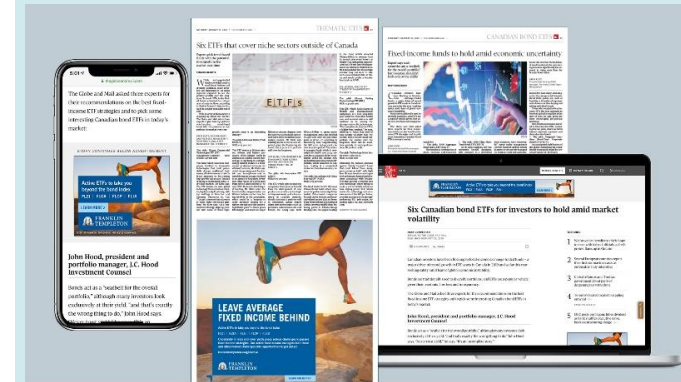
Ad Booking Deadline	Material Deadline	Publishing Date
September 15	September 22	Thursday, October 6, 2022

INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

As the way we shop and conduct financial transactions evolves at an unprecedented pace, payment solutions are also rapidly evolving. That means staying on top of the latest trends and developments in payments is becoming increasingly crucial to the success of Canadian businesses.

From electronic and contactless payments to cryptocurrency, and the increasing prevalence of smart phone/watch payment methods, this special editorial section will explore the hottest trends in payment solutions.

**EDITORIAL SPECIAL
REPORTS** ARE TURNKEY
CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE
STRONG CONNECTION
BETWEEN ADVERTISER AND
READER



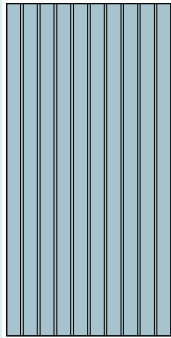
PRINT: National Edition
637,000 WEEKDAY
PRINT READERS
Source: Vividata Spring 2022,
National, A14+

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

For additional information, contact **KEITH RYDER, Special Reports Associate** kryder@globeandmail.com

Editorial Special Reports (National) – Advertising Rates

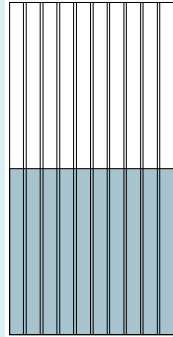
PRINT



FULL PAGE

National (net)
\$24,300

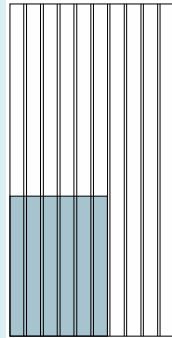
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

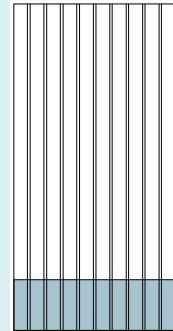
10 columns x 140 agates
8.97" x 10"



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

(400,000x) 300 x 600, ROS placement, multi-platform as available.

Globe Alliance and extended network

(450,000x) 300 x 600+300x250, Advanced contextual targeting

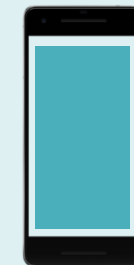
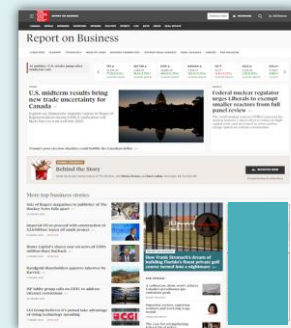
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

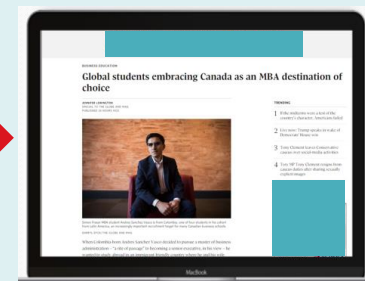
300x250 + 728x90 in roadblock

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)