

Education for Tomorrow

Ad Booking Deadline	Material Deadline	Publishing Date
October 26	November 9	Wednesday, November 16, 2022

INVESTMENT: SPECIAL REPORT/CONTRACT RATES APPLY

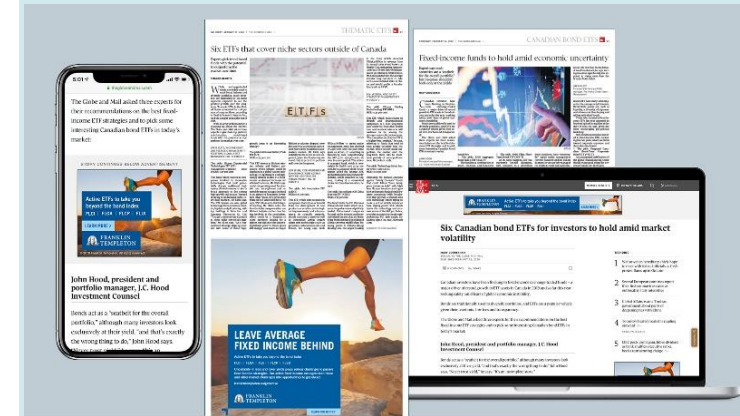


While the world of education was starting to evolve long before the pandemic hit, there's no doubt it helped accelerate numerous trends: from the ability to learn from anywhere, as remote and hybrid learning became a viable educational model, to a shift away from exams toward assessments as a more common way of evaluating knowledge and performance. There's also movement toward project-based and hands-on learning, and new academic programs to prepare students for the work world of tomorrow. It all adds up to a new and exciting world of education. This special report explores these trends and more.

For additional information, contact **ANDREA D'ANDRADE, Senior Manager, Special Products**
adandrade@globeandmail.com

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

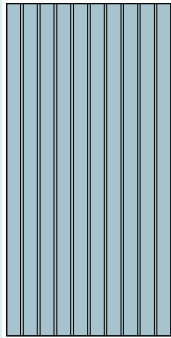
5,860,000 WEEKLY

PRINT/DIGITAL READERS

Source: Vividata Spring 2022,
National, A14+

Editorial Special Reports (National) – Advertising Rates

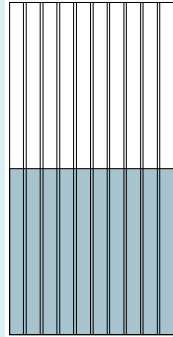
PRINT



FULL PAGE

National (net)
\$24,300

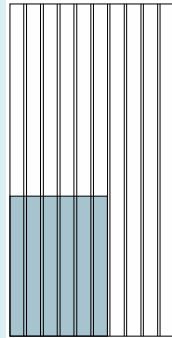
10 columns x 280 agates
8.97" x 20.0"



1/2 page

National (net)
\$14,300

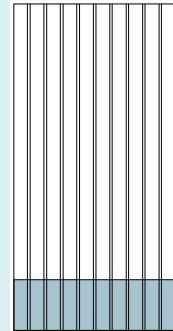
10 columns x 140 agates
8.97" x 10"



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

(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

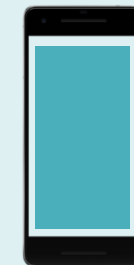
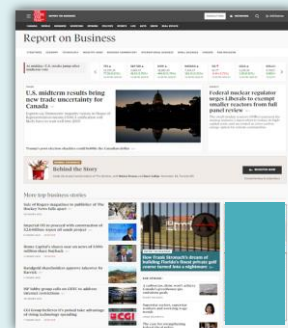
BRANDING ADJACENT TO CONTENT

1,500 – 2,000 estimated page views

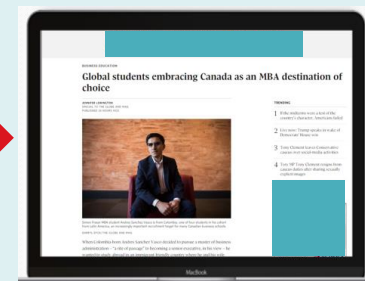
300x250 + 728x90 in roadblock

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)