



2023 METRO INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

# ONTARIO ARTS AND CULTURE

**Integrated Features are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.**

Topics are informed by Sophi, The Globe’s proprietary content management technology that provides our editorial staff and Globe Content Studio with data signals on what is resonating with readers and, more importantly, keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

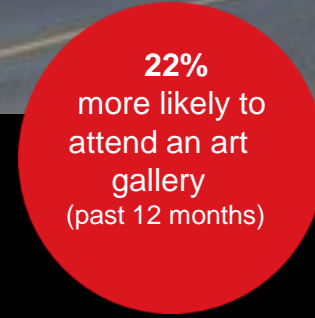
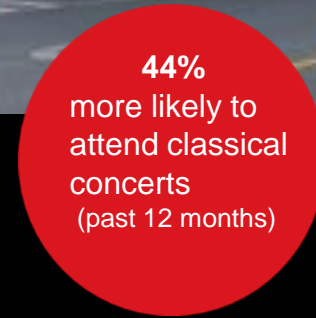
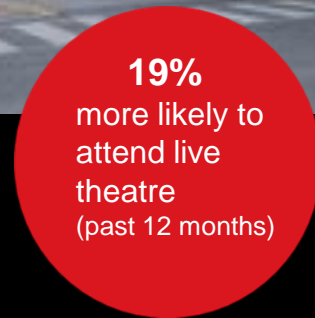
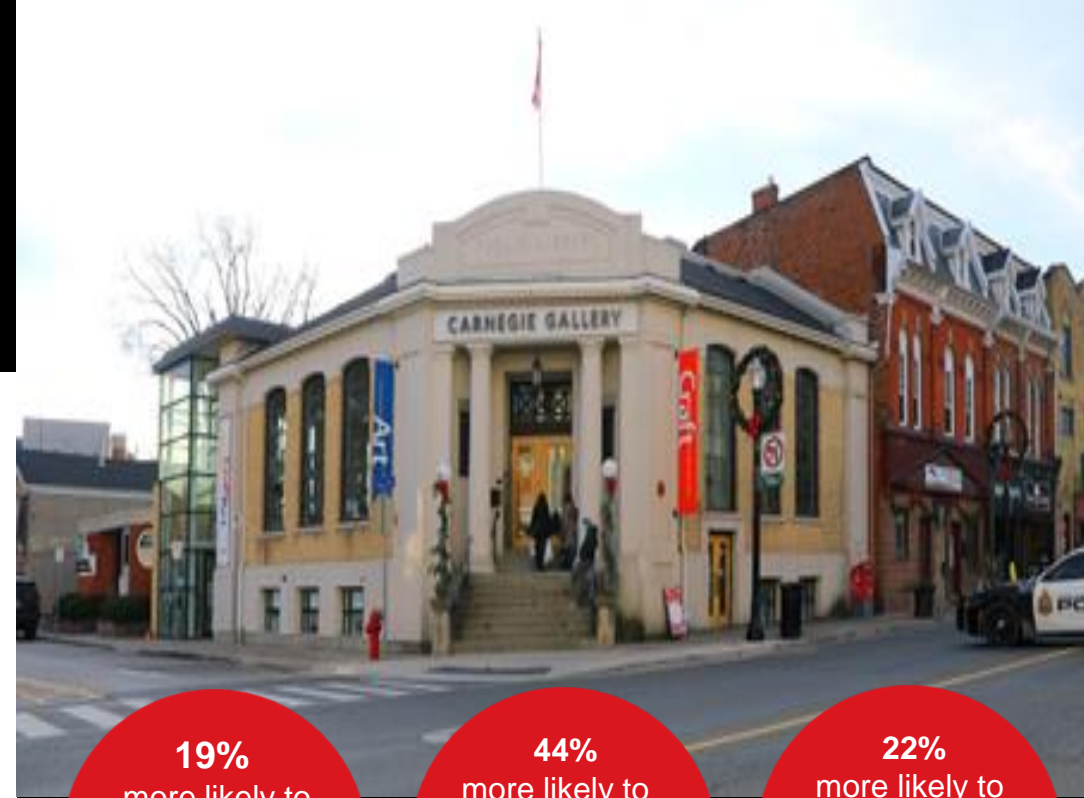
## Themes for Ontario Arts and Culture

The arts are extremely important to Globe and Mail readers. As artistic venues continue to open up for in-person attendance, Globe readers are eager to take in as many theatre productions, music festivals, museums and art galleries as they can. From the hottest plays and concerts to the coolest exhibits and shows, the Ontario Arts & Culture feature gives readers a window into what’s coming up in Ontario's renowned cultural scene.

Available twice a year, the Ontario Arts & Culture report is a great way for advertisers to reach the Globe’s sophisticated audiences with messages about their latest productions, shows, exhibits or performances.

To learn more, reach out to your Globe and Mail advertising representative today.

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



Print Weekly Readers – **1,997,000** Digital Weekly - **2,693,000**

Source: Vividata SCC Fall 2022, Metro, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing on Fridays
March 1, 2023	March 10, 2023	March 31, 2023

September 6, 2023	September 15, 2023	October 6, 2023
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# Print and digital packages – driving awareness and thought leadership

Package	Metro Edition Print	Digital*	Investment	Value
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>○ 125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$13,500	\$40,215
<b>Print and digital Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	<ul style="list-style-type: none"> <li>• <b>250,000 IMPRESSIONS:</b> <ul style="list-style-type: none"> <li>○ 125,000 300x600 to special feature content, 125,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$10,200	\$26,495
<b>Print – FP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$11,000	\$34,715
<b>Print – HP Multi-advertiser</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF-PAGE AD**</b></li> <li>• your quote/mention interwoven into related content</li> </ul>	NOT APPLICABLE	\$7,000	\$20,995
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>400,000 IMPRESSIONS</b> <ul style="list-style-type: none"> <li>○ 200,000 300x600 to special feature content, 200,000 300x250 to your brand site</li> </ul> </li> <li>• Your 300x250 &amp; 728x90 brand ads run equal share of voice adjacent to generic feature article(s) with your quote/mention interwoven</li> </ul>	\$6,400	\$8,800
<b>Digital 100% SOV + feature alignment</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,900 to 2,800 ESTIMATED PAGE VIEWS WITH BRAND AD – EXCLUSIVE SHARE OF VOICE</b></li> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> <li>• 8-week lead time</li> <li>• Your 300x250 &amp; 728x90 brand ads also run equal share of voice adjacent to generic feature article(s)</li> </ul>	\$17,000	\$31,396

\* 4-week delivery time, subject to availability and seasonal adjustments  
 \*\*For additional ad sizes, please speak with your Globe and Mail advertising representative