



2023 NATIONAL INTEGRATED CONTENT FEATURE – DIGITAL AND NEWSPAPER

## Payment Solutions

**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 Payment Solutions

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

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



**77%**

more likely to be  
business decision  
makers

**70%**

more likely to be  
Senior  
Managers/Owners

**15%**

more likely to be  
small business  
owners/executives

Print/Digital Weekly Readers – **5,898,000**

Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

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

Standard Booking Deadline	Material Deadline	Publishing on Thursdays	Sponsor Content Booking Deadline
January 12, 2023	February 2, 2023	February 23, 2023	December 15, 2022
March 30, 2023	April 27, 2023	May 18, 2023	March 16, 2023
August 10, 2023	September 7, 2023	September 28, 2023	July 21, 2023

# Print and digital packages – driving thought leadership and awareness

Package	Print	Digital	Investment	Value
<b>Multi-platform 100% SOV feature – FP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>	\$25,000	\$75,447
<b>Multi-platform 100% SOV feature – HP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1,600 to 2,300 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 500-word article from print</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via managed performance, social amplification</li> </ul>	\$20,000	\$47,447
<b>Print Multi-advertiser – FP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR FULL PAGE AD</b></li> <li>• Approx. 900-word article related to feature topic with your quote/mention interwoven</li> </ul>	NOT APPLICABLE	Print rates apply	
<b>Print Multi-advertiser – HP</b> <i>Brand quote/mention</i>	<ul style="list-style-type: none"> <li>• <b>YOUR HALF PAGE AD</b></li> <li>• Approx. 450-word article related to feature topic with your quote/mention interwoven</li> </ul>	NOT APPLICABLE	Print rates apply	
<b>Digital 100% SOV feature</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> </ul>	\$17,000	\$31,396
<b>Digital 100% SOV sponsor content</b> <i>Fully integrated with sightline / approval on content</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>1,800 to 2,700 estimated page views with brand ad - exclusive share of voice</b></li> <li>• Approx. 900-word <b>sponsor content article</b> custom developed to your specifications.</li> <li>• 300x250 &amp; 728x90 brand ads appear adjacent to article</li> <li>• Page views via native, branded drivers, managed performance, social amplification</li> </ul>	\$17,000	\$28,661
<b>Digital Multi-advertiser</b> <i>Brand quote/mention</i>	NOT APPLICABLE	<ul style="list-style-type: none"> <li>• <b>500,000 impressions:</b> <ul style="list-style-type: none"> <li>○ 250,000 300x600 to special feature content, 250,000 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>	\$8,000	\$11,000