



# SMALL BUSINESS STRATEGIES

The last three years have brought a multitude of challenge and changes to the small business community. It's also taught business owners and operators that they need to be innovative and resilient to maintain viability, despite unforeseen challenges. To help these businesses, many outstanding products and services are available.

This special feature will look at these resources, as well as how small and medium business have successfully implemented them.

Standard Booking Deadline	Material Deadline	Insertion Date	Sponsor Content Booking Deadline
December 14, 2022	January 11, 2023	Wednesday, January 25, 2023	November 28, 2022
February 8, 2023	March 8, 2023	Wednesday, March 22, 2023	January 25, 2023
May 10, 2023	June 7, 2023	Wednesday, June 21, 2023	March 29, 2023
September 13, 2023	October 11, 2023	Wednesday, October 25, 2023	August 30, 2023

## INTEGRATED CONTENT FEATURES

Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story. Produced by Globe Content Studio.

### REACH YOUR TARGET

Print/Digital Weekly – 5,898,000 readers

Print Weekly – 2,697,000 readers

Digital Weekly – 4,439,000 readers

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#### Globe readers are:

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

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

For additional information, contact:

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# Print and digital packages – Driving thought leadership and awareness

Print	Digital	Investment	Value
<b>YOUR FULL PAGE AD</b> + Approx. 900-word article related to feature topic with your quote/mention exclusively interwoven	<ul style="list-style-type: none"> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,600 to 2,300 estimated page views</b> via managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$25,000	\$75,447
<b>YOUR HALF PAGE AD</b> + Approx. 500-word article related to feature topic with your quote/mention exclusively interwoven	<ul style="list-style-type: none"> <li>• Approx. 500-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,600 to 2,300 estimated page views</b> via managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$20,000	\$47,447
<b>YOUR FULL PAGE AD</b> + Approx. 900-word article related to feature topic with your quote/mention interwoven	NOT APPLICABLE	Print rates apply	
<b>YOUR HALF PAGE AD</b> + Approx. 450-word article related to feature topic with your quote/mention interwoven	NOT APPLICABLE	Print rates apply	
NOT APPLICABLE	<ul style="list-style-type: none"> <li>• Approx. 900-word article related to topic with your quote/mention exclusively interwoven. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,900 to 2,800 estimated page views</b> via native, branded drivers, managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$17,000	\$31,396
NOT APPLICABLE	<ul style="list-style-type: none"> <li>• Approx. 900-word <b>sponsor content article</b> custom develop to your specifications. Appears with your adjacent 250x300 &amp; 728x90 brand ads.</li> <li>• <b>1,800 to 2,700 estimated page views</b> via native, branded drivers, managed performance, social amplification</li> <li>• If available, your brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$17,000	\$28,661
NOT APPLICABLE	<ul style="list-style-type: none"> <li>• (500,000x) impressions: <ul style="list-style-type: none"> <li>○ (250,000x) 300x600 to special feature content, (250,000x) 300x250 to your brand site</li> </ul> </li> <li>• Your 250x300 &amp; 728x90 brand ads run ESOV next to generic feature content, no PV estimate</li> </ul>	\$8,000	\$11,000