



2024 METRO INTEGRATED SPECIAL REPORT– DIGITAL AND NEWSPAPER

# EXPLORE ONTARIO-SPRING BREAK

**Integrated Special Reports 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 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.

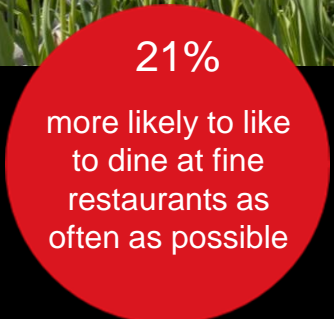
### Themes for Explore Ontario – Spring Break:

Spring Break is always a catalyst for Ontario families to look for fun and interesting ways to spend a week of off-school time – and while some are undoubtedly dreaming of adventures to warmer destinations, many will be looking to explore their own backyard. Why travel far when you have so many fantastic places to enjoy right here?

Ontario is filled with fun activities that take advantage of the beauty of our regions in winter-to-spring weather – whether it’s a getaway to a ski resort, a visit to a maple syrup sugar bush, a day trip horseback riding or a cultural outing to a museum, Ontario has something for everyone during Spring Break.

The Spring Break edition of Explore Ontario will feature engaging, informative content filled with great ideas on how to spend Spring Break in the province, presented in a visually enticing way. Advertisers will not want to miss a chance to get their destination and message out in front of The Globe and Mail’s travel-loving readers at this key time of year for tourism.

**For additional information contact Keith Ryder, Special Reports Associate**  
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**Print Weekly Readers – 1,303,000 Digital Weekly - 2,125,000**

*Source: Vividata SCC Fall 2023, Ontario Metro, Adults 18+, Globe weekly print/digital readers*

Standard Booking Deadline	Material Deadline	Publishing Date
January 17, 2024	January 26, 2024	Friday, February 16, 2024

# 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