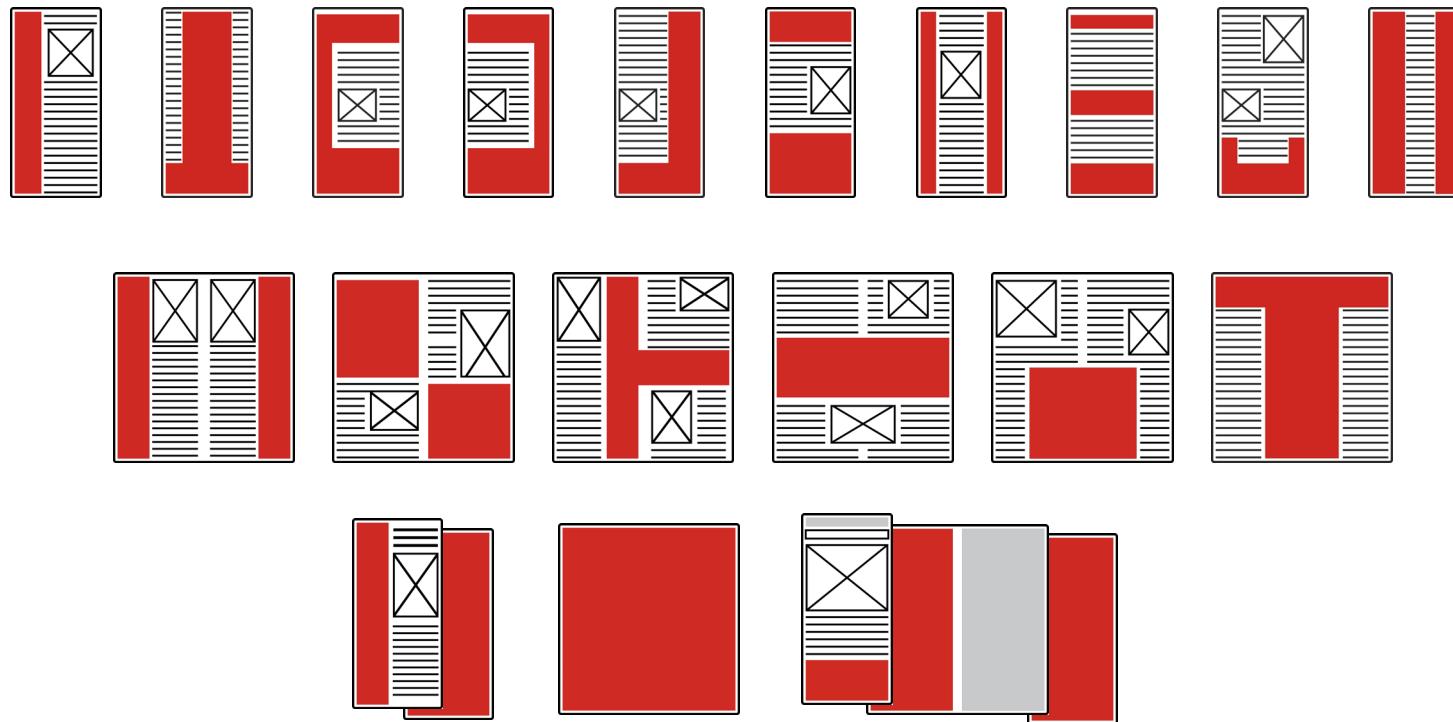




NEWSPAPER ADVANCED AD FORMATS

CLICK TO GO TO SPECS



A2 (NEWS PG 2) FULL DEPTH

SINGLE PAGE

FEATURES

A2 is the inside front page of our newspaper, and is reserved for luxury and premium brand advertising. Printed on glossy stock on Saturdays..

BENEFITS

Known for featuring premium brands, it's a highly effective way to reach affluent readers.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- National edition only
- Available Monday to Friday
- Rates approved by Revenue Management

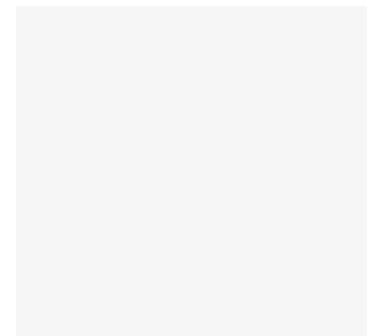
**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

① 3 COLUMNS X 280 AGATES
[2.9" x 20"]



MOMENT IN TIME

MONTH: 00, 1998



JOE SHOE/THE CANADIAN PRESS

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JOE SHOE

1

COLUMNISTS



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WENTE
OPINION



DAVID
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OPINION



FIRST
PERSON

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INVERTED T

SINGLE PAGE

FEATURES

A dynamic, creative format for delivering creative messaging to catch the reader's eye.

BENEFITS

Engage readers with this interactive format and build a high impact creative presence – with large, focused interior space for your creative messaging.

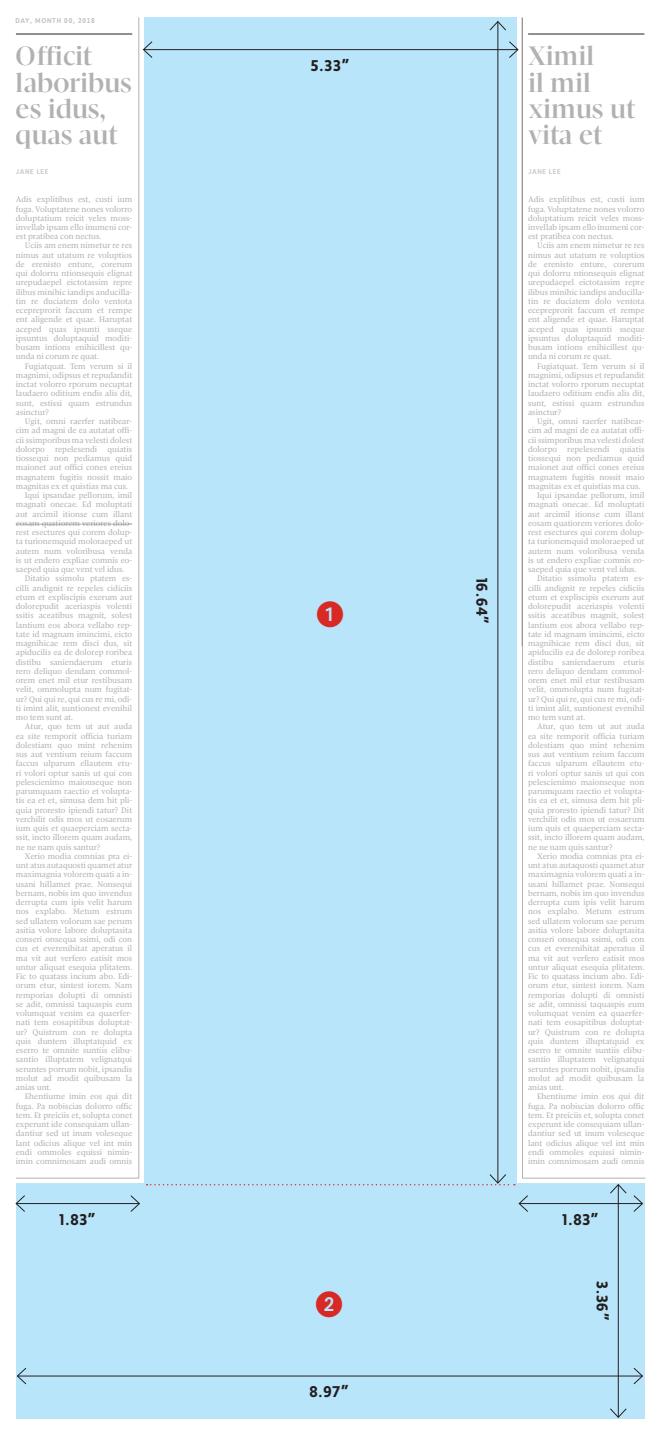
NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- National edition
(Regional editions require approval)
- No page position requests
- Not available in all sections
- Not available on all days
- Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

① 6 COLUMNS X 233 AGATES
[5.33" x 16.64"]

② 10 COLUMNS X 47 AGATES
[8.97" x 3.36"]



CREATIVE MATERIAL SUBMITTED AS ONE PIECE OF CREATIVE USING DIMENSIONS AS INDICATED ABOVE

WRAPAROUND

LEFT HAND PAGE

SINGLE PAGE

FEATURES

A dynamic, creative format for delivering creative messaging to catch the reader's eye.

BENEFITS

Engage readers with this interactive format and build a high impact creative presence – with large, focused interior space for your creative messaging.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
 - National edition
 - Left-hand page execution
 - No page position requests
 - Not available in all sections
 - Not available on all days
 - Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

- ① 10 COLUMNS X 44 AGATES**
[8.97" x 3.14"]
 - ② 2 COLUMNS X 162 AGATES**
[1.69" x 11.57"]
 - ③ 10 COLUMNS X 70 AGATES**
[8.07" x 5"]

FULL AD DEPTH
276 AGATES / 19.71"

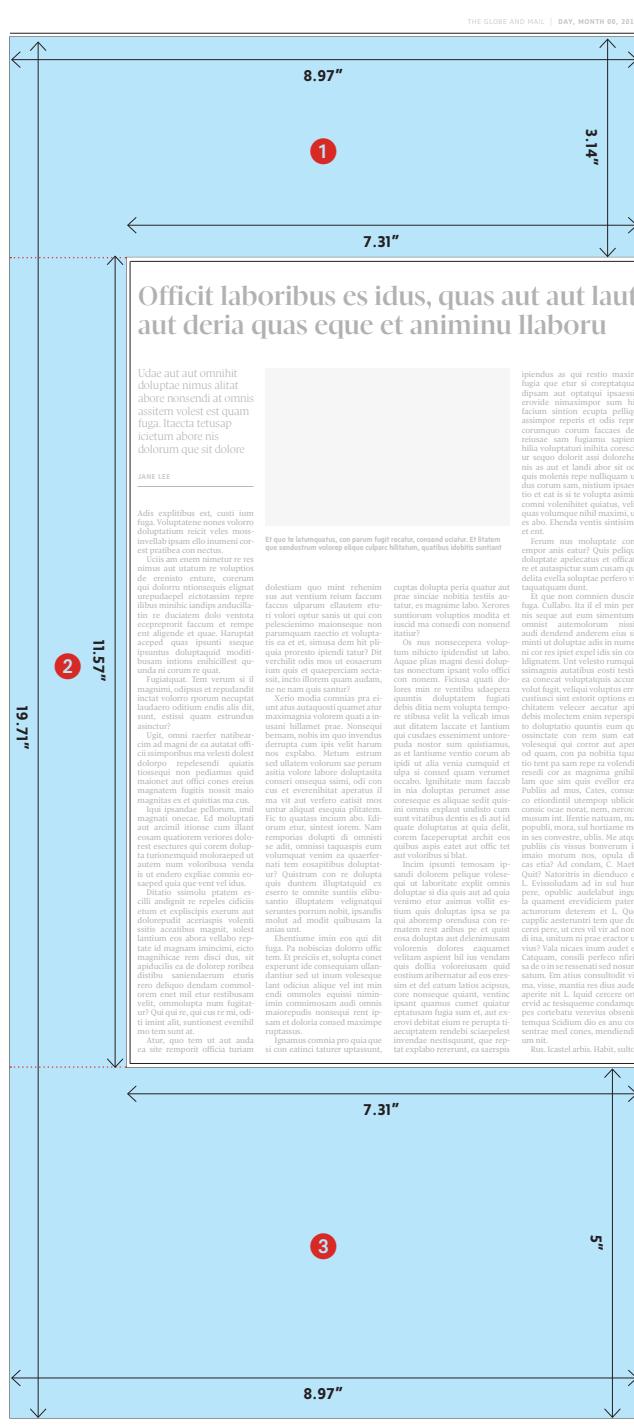


HOME



4

REVISED NOVEMBER 26, 2021



CREATIVE MATERIAL SUBMITTED AS ONE PIECE OF CREATIVE USING DIMENSIONS AS INDICATED ABOVE

WRAPAROUND

RIGHT HAND PAGE

SINGLE PAGE

FEATURES

A dynamic, creative format for delivering creative messaging to catch the reader's eye.

BENEFITS

Engage readers with this interactive format and build a high impact creative presence – with large, focused interior space for your creative messaging.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- National edition
- Right-hand page execution
- No page position requests
- Not available in all sections
- Not available on all days
- Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

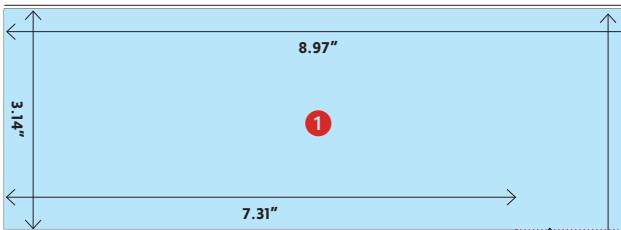
① 10 COLUMNS X 44 AGATES
[8.97" x 3.14"]

② 2 COLUMNS X 162 AGATES
[1.69" x 11.57"]

③ 10 COLUMNS X 70 AGATES
[8.97" x 5"]

FULL AD DEPTH
276 AGATES / 19.71"

DAY, MONTH 00, 2018 | THE GLOBE AND MAIL



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JANE LEE

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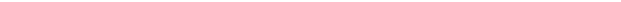
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CREATIVE MATERIAL SUBMITTED AS ONE PIECE OF CREATIVE USING DIMENSIONS AS INDICATED ABOVE

REVERSE L SHAPED

SINGLE PAGE

FEATURES

A dynamic, creative format for delivering creative messaging to catch the reader's eye.

BENEFITS

Engage readers with this interactive format and build a high impact creative presence – with large, focused interior space for your creative messaging.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- National edition
- Right-hand page execution
- No page position requests
- Not available in all sections
- Not available on all days
- Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

① 4 COLUMNS X 233 AGATES
[3.51" x 16.64"]

② 10 COLUMNS X 47 AGATES
[8.97" x 3.36"]

DAY, MONTH 00, 2018 | THE GLOBE AND MAIL

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PETER BING

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BILL RIVERS

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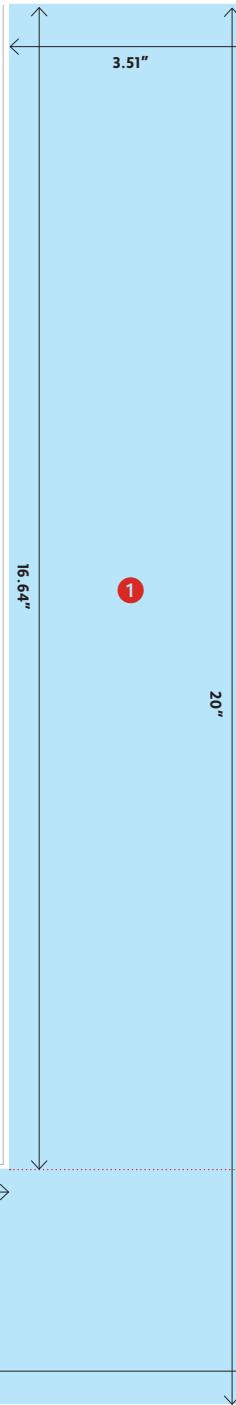
8.97"

2

3.36"

5.48"

2



CREATIVE MATERIAL SUBMITTED AS ONE PIECE OF CREATIVE USING DIMENSIONS AS INDICATED ABOVE

TOP & TAIL

SINGLE PAGE

FEATURES

1/6 banner at top of page,
1/3 banner at bottom of same page.

BENEFITS

Owning the exclusive ads on a page increases the interest in and impact of brand messaging.

Delivery surrounding our editorial content increases reader time on the page and exposure for your advertising.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- Regional buys allowed
- No page position requests
- Not available in all sections
- Not available on all days
- Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

① 10 COLUMNS X 47 AGATES
[8.97" x 3.36"]

② 10 COLUMNS X 93 AGATES
[8.97" x 6.64"]

DAY, MONTH 00, 2018 | THE GLOBE AND MAIL

1

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JANE LEE

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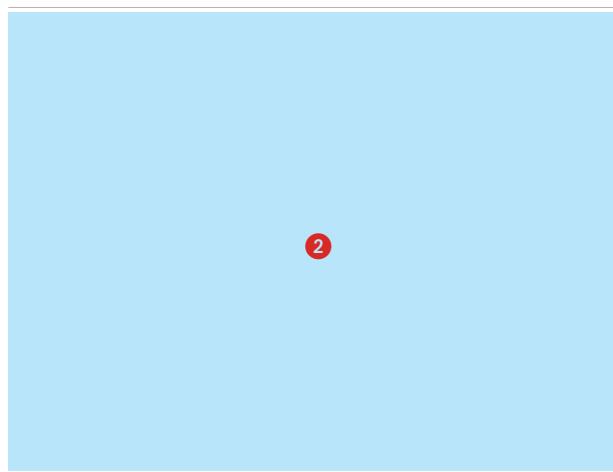
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2



TOWERS

SINGLE PAGE

FEATURES

Two 2-column vertical banners frame the left and right side of the page.

BENEFITS

Surrounding Globe editorial allows your brand to benefit from reader time spent on the page.

Visual form attracts reader interest and enables creative, engaging storytelling.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
 - Regional buys allowed
 - No page position requests
 - Not available in all sections
 - Not available on all days
 - Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

**① 2 COLUMNS x 280 AGATES
[1.69" x 20"]**

[1.69" x 20"]

[1.05 × 20]



MIS-MATCHED TOWERS

SINGLE PAGE

FEATURES

Two 2-column vertical banners (4x280; 2x280) frame the left and right side of the page.

BENEFITS

Surrounding Globe editorial allows your brand to benefit from the reader time spent on the page.

Visual form attracts reader interest and enables creative, engaging storytelling.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
 - Regional buys allowed
 - No page position requests
 - Not available in all sections
 - Not available on all days
 - Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

**① 4 COLUMNS x 280 AGATES
[3.51" x 20"]**

② 2 COLUMNS x 280 AGATES
[169" x 20"]



SIDEWAYS T

DOUBLE PAGE SPREAD

FEATURES

Strong visual form that attracts reader attention across two pages.

BENEFITS

Built into our high profile Globe editorial the left-to-right reading experience builds strong audience attention, taking advantage of time spent reading the page.

The format delivers brand messaging with high visual impact and enables creative use of the space to enhance messaging on brand/product features.

NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- National edition preferred
- No regional buys unless approved
- Not available in all sections
- Runs in the DPS position
- Not available on all days
- Subject to availability
- Please refer to [Ad Specs](#) for DPS creative specifications
- Rates approved by Revenue Management

SPEAK TO YOUR REPRESENTATIVE FOR FULL DETAILS

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[3.51" x 20"]

2 10 COLUMNS + GUTTER X 54 AGATES
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CREATIVE MATERIAL SUBMITTED AS ONE PIECE OF CREATIVE USING DIMENSIONS AS INDICATED ABOVE

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DOUBLE PAGE T

DOUBLE PAGE SPREAD

FEATURES

Strong visual form that attracts reader attention across two pages..

BENEFITS

Built into our high profile Globe editorial the left-to-right reading experience builds strong audience attention, taking advantage of time spent reading the page.

The format delivers brand messaging with high visual impact and enables creative use of the space to enhance messaging on brand/product features.

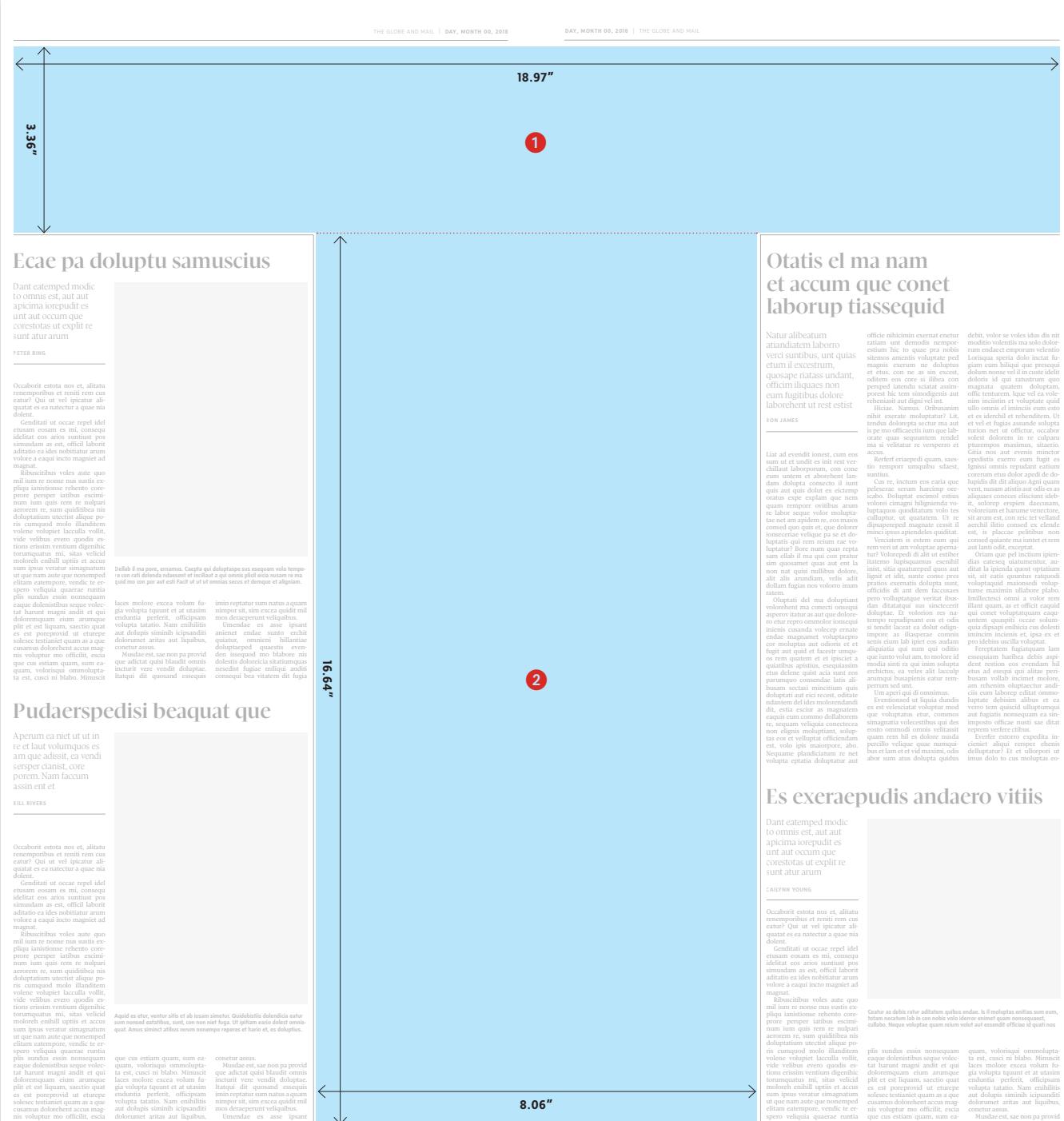
NOTES

- Ad content is subject to Publisher approval at least one week prior to booking deadline
- National edition preferred
- Runs in the DPS position
- Not available on all days
- Subject to availability
- Please refer to [Ad Specs](#) for DPS creative specifications
- Rates approved by Revenue Management

SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS

① 21 COLUMNS X 47 AGATES
[18.97" x 3.36"]

② 9 COLUMNS X 226 AGATES
[8.06" x 16.14"]



CREATIVE MATERIAL SUBMITTED AS ONE PIECE OF CREATIVE USING DIMENSIONS AS INDICATED ABOVE

VERTICAL BANNER WRAP

FEATURES

Vertical panel on section front.

BENEFITS

Surrounding high profile Globe editorial features delivers strong audience attention and time spent reading the page. The format naturally attracts reader interest and enhances brand creative for setup/ payoff messaging or related products..

NOTES

- MUST BE SOLD WITH OBC OF SECTION**
- Subject to availability
- Ad content is subject to Publisher approval at least one week prior to booking deadline
- No regional buys
- Available National edition only in Real Estate sections (when separate section)
- Available Metro edition only for Drive
- Not available on all days
- Rates approved by Revenue Management

**SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS**

① 4 COLUMNS X 280 AGATES
[3.51" x 20"]

② 10 COLUMNS X 280 AGATES
[8.97" x 20"]

HOME

②

①

THE GLOBE AND MAIL

DRIVE

ONTARIO EDITION • FRIDAY, SEPTEMBER 20, 2019 • GLOBEANDMAIL.COM



The 2020 Ford Escape has a sleek and smooth-surfaced shape to suit its focus as an urban vehicle. Inside, below, a free-standing touch screen of either 4.2 or eight inches, depending on trim level, is complemented by conventional buttons for HVAC and basic audio functions.

JEREMY SINIK/THE GLOBE AND MAIL

WORTH THE WAIT

Ford took its time working on the fourth-generation Escape, but the effort has paid off

JEREMY SINIK, LOUISVILLE, KY

ROAD TEST

2020 Ford Escape

BASE PRICE: \$26,549

—

Engine: 1.5-liter three-cylinder

turbocharged; 2.0-liter four-cylinder

hybrid-electric powertrain; standard

Atkinson-cycle electric motor

Transmission/drive: Eight-speed

automatic; optional AWD or

hybrid/front-wheel drive or

all-wheel drive

Fwd: 0-60 mph (front/heavy load): 1.5

FWD, 8.6/7.1 city/highway (front/100 km): 1.5

AWD, 8.6/7.1 city/highway (front/100 km): 1.5

Alternatives: Chevrolet Equinox,

Honda CR-V, Hyundai Santa Fe,

Jaguar E-PACE, Kia Sportage,

Mazda CX-5, Mitsubishi Outlander,

Nissan Rogue, Subaru Forester,

Toyota RAV4, Volkswagen Tiguan

—

Base model, optional

drivetrain, plus parking sensors, roof

rack, 18-in wheels, leather seats, sunroof

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DOUBLE PAGE SPREAD

FEATURES

Strong visual form that attracts reader attention across two pages..

BENEFITS

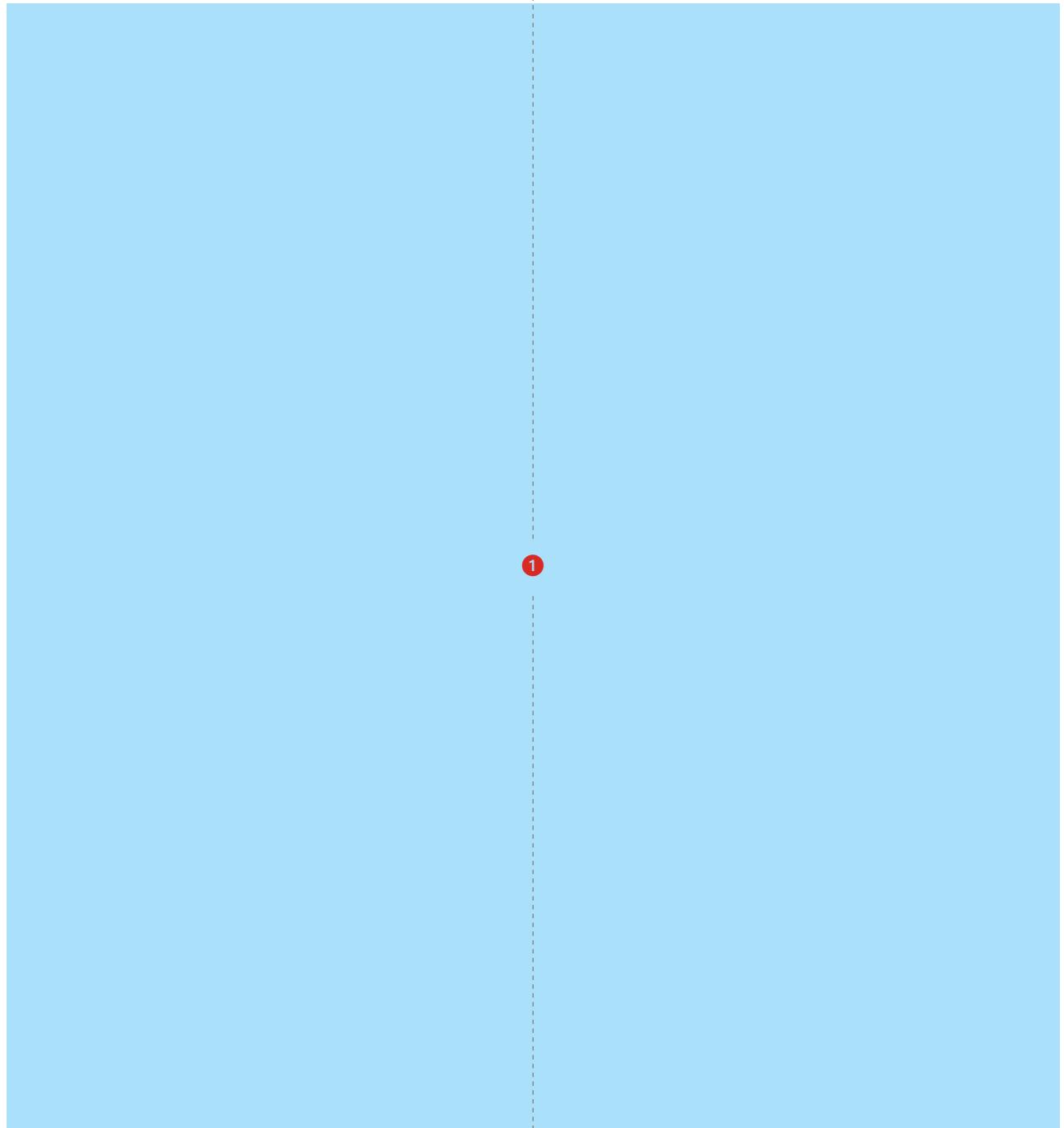
Built into our high profile Globe editorial the left-to-right reading experience builds strong audience attention, taking advantage of time spent reading the page.

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SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS



STANDARD SUBSCRIPTION WRAP

FEATURES

Two full page ads, plus the bottom of the front cover provide the most prominent positions and sizes for your brand's message.

BENEFITS

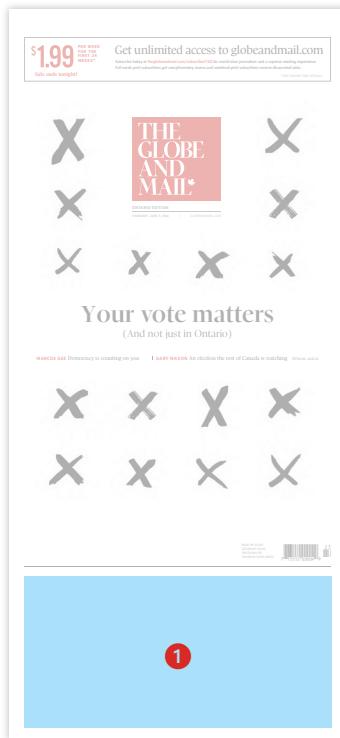
Be the first advertiser Globe and Mail readers see as they open and consume their daily news.

Wrapping the main section, The Globe's premium editorial content, your brand has the opportunity to convey a high impact message across multiple placements, while building on the reader's attention throughout the section.

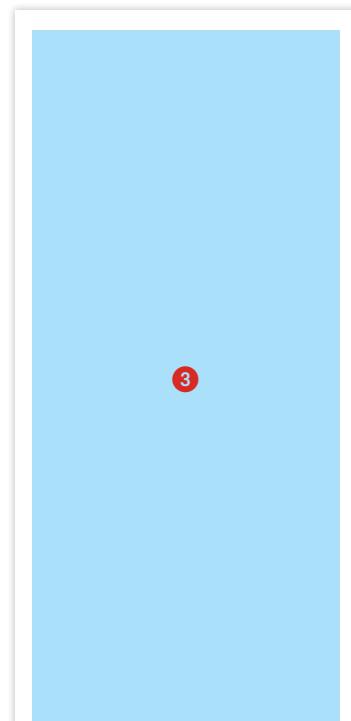
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SPEAK TO YOUR REPRESENTATIVE
FOR FULL DETAILS



This diagram shows the layout of the Outside Back Cover. It features a red 'THE GLOBE AND MAIL' logo at the top right. Below it, the text 'One Great Offer. One Day Only.' is displayed in large, bold letters. Underneath, a smaller line of text reads 'Enjoy The Globe's award-winning journalism, including expert advice and in-depth analysis only available to subscribers.' The layout is divided into two main sections: a large blue area at the bottom labeled with a red '3', and a top section containing a computer monitor icon, a magazine icon, and descriptive text about subscriber-only content and additional unlockable features. The entire layout is framed by a white border.



OUTSIDE FRONT COVER

① 10 COLUMNS X 62 AGATES
[8.97" x 4.4286"]

INSIDE FRONT COVER

② 10 COLUMNS X 280 AGATES
[8.97" x 20"]

OUTSIDE BACK COVER

③ 10 COLUMNS X 280 AGATES
[8.97" x 20"]