



2024 METRO INTEGRATED SPECIAL REPORT  
DIGITAL AND NEWSPAPER

# BACK TO SCHOOL

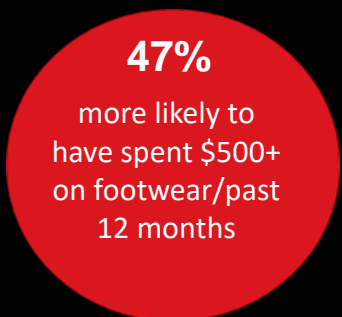
Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio.

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.

Welcome back to school season! As September approaches, students and educators eagerly anticipate the excitement of a new academic year. The Globe and Mail's special Back to School report goes beyond the basics, diving into the heart of this annual transition.

Readers will discover the latest trends in enrollment and academic preparations, along with invaluable tips and advice on everything from back-to-school fashion to cutting-edge technology. We'll even guide them to the retailers offering it all. Don't miss out on promoting your business or product in this special and timely report.

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



Print Weekly Readers – 1,303,000 Digital Weekly - 2,125,000

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

Standard Booking Deadline	Material Deadline	Publishing Date
July 17, 2024	July 26, 2024	Friday, August 16, 2024



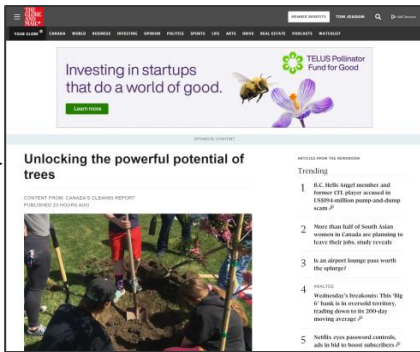
# INTEGRATED SPECIAL REPORT

# ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers



Digital Integrated Special Report Content Discovery - Standard Digital Traffic Driver.



Digital Integrated Special Report Ads rotate with equal SOV among participating advertisers. Includes brand mention within report.



Print Integrated Special Report with brand ad adjacency and brand mention within report.

Package	Details	Investment
Digital*	<ul style="list-style-type: none"> <li>➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article.</li> <li>➤ 200,000 driver impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to integrated report with adjacent SOV ads.</li> <li>➤ 200,000 brand impressions – Globe and Mail ROS</li> <li>• 300x250 brand ads, drives traffic to your site.</li> </ul>	\$8,000
Print	<ul style="list-style-type: none"> <li>➤ Ad adjacent to report content, with brand mention in article**. Various ad formats available.</li> </ul>	Standard print rates apply
Digital + Print	<ul style="list-style-type: none"> <li>➤ Digital and print as described above.</li> </ul>	<p>\$17,000 (Metro full page***)</p> <p>\$12,500 (Metro half page***)</p>

\*No minimum page view guarantees.  
\*\*No sightlines or approval on integrated content.  
\*\*\*Other print sizes available.



# INTEGRATED SPECIAL REPORT

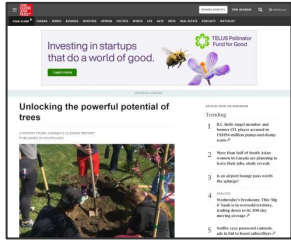
# PREMIUM PACKAGE

Your brand mentioned within integrated report content among participating advertisers + sponsor content with your brand fully integrated

### Digital Sponsor Content Discovery



Standard Digital Traffic Driver



**Digital Integrated Special Report**  
Ads rotate with SOV among advertisers. Includes brand mention in the article.

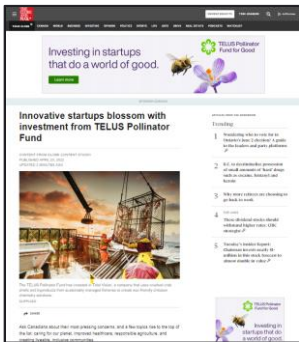
**Print Integrated Special Report**  
brand ad adjacency, mention in article



**Print Sponsor Content**  
Full sightlines in article with brand adjacent to report content



Standard Digital Traffic  
Social  
Globe Native



**Digital Sponsor Content**  
Custom developed with the client

Package	Details	Investment
Digital Only Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> Equal brand ad SOV among participating advertisers, adjacent to report. Includes brand mention*. No page view guarantees.               <ul style="list-style-type: none"> <li>• 150,000 impressions – Globe and Mail ROS.</li> <li>• 300x600 includes logo, drives to report with adjacent SOV ads.</li> </ul> </li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 2,000 – 2,900 page views for one article, custom developed with client**.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to sponsor content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	\$20,000
Print + Digital Package	<ul style="list-style-type: none"> <li>➤ <b>DIGITAL INTEGRATED REPORT:</b> As described above.</li> <li>➤ <b>PRINT INTEGRATED REPORT AND SPONSOR CONTENT:</b> Full page or half page sponsor content adjacent to integrated report that includes brand mention.</li> <li>➤ <b>DIGITAL SPONSOR CONTENT:</b> Minimum 1,700 – 2,500 page views for one piece of sponsor content.               <ul style="list-style-type: none"> <li>• 100% SOV brand ads adjacent to content.</li> <li>• Branded content discovery includes standard traffic drivers, native and social.</li> </ul> </li> </ul>	<p>\$28,000 (Metro full page)</p> <p>\$23,500 (Metro half page)</p>

\*No sightline or approval on integrated report content.

\*\*Full sightline and approval on sponsor content. 6 to 8-week lead time.