



# THE GLOBE AND MAIL

## Appointment Notices

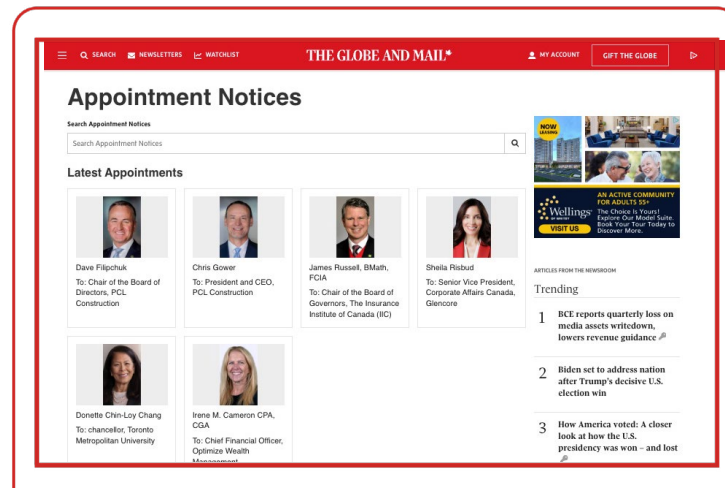
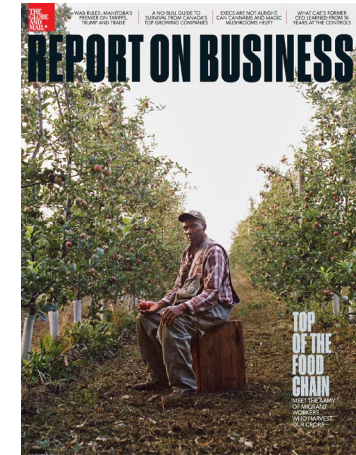
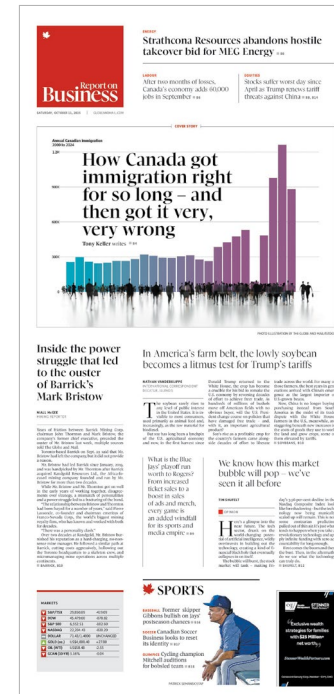
Enhance your industry profile with  
The Globe and Mail

No other media company provides the prestige of  
The Globe. For decades, our Appointment Notices have  
been vital to introduce key personnel to Canada's  
business leaders and decision makers.

Our integrated Appointment Notices package includes  
high profile features in Canada's #1 National newspaper,  
#1 business magazine and across our Digital platforms.

Connect with Canada's business community and  
showcase the outstanding talent that contributes  
to your organization's success.

Media Kit 2026



# Appointment Notices

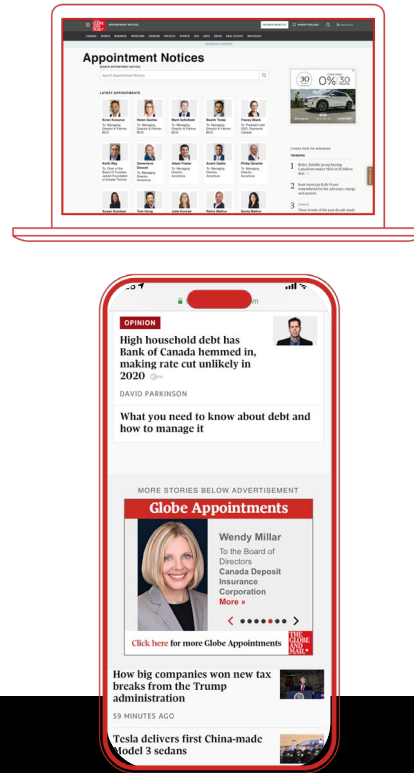


## Showcase your talent

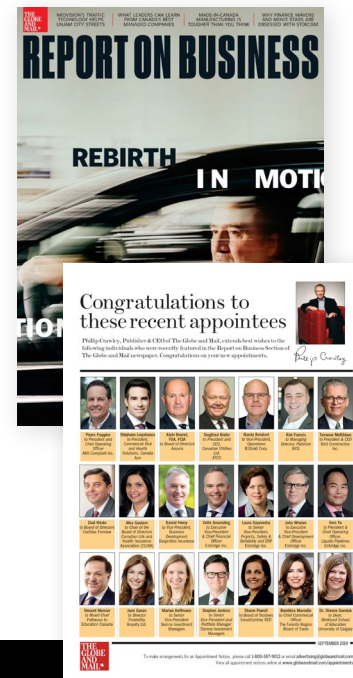
Take advantage of our unique and high-profile features and proudly announce your latest appointments across Canada.



In Report on Business  
nationwide,  
Monday - Saturday



Across our  
Digital platforms



In Report on Business  
magazine  
7 issues per year



As a special memento  
for the Appointee



# Your complete communications package

Rates effective Jan 1, 2026  
All rates are gross

### Report on Business newspaper

The Globe's design studio will create a colour ad with a unique editorial style that lends importance to your notice

- Available nationally Monday - Saturday in Report on Business section
- 2,4,6,8 and 10 column format size options
- An abbreviated version will appear in the Weekly Appointment Review, the following Monday
- Features a colour photo and colour logo

**1,725,000**

average weekend readers

**624,000**

average weekday readers

**39% of weekly readers**

are MOPEs (Index 149)

### Digital

Our design studio will create a 300 x 250 Big Box ad for your Appointment Notice that will receive 100,000 impressions over a 30-day period

- The ad will receive 100,000 impressions over a 30-day period or 50,000 impressions if your print ad is less than 300 lines.
- The ad clicks through to a full notice page in [globeandmail.com/appointments](http://globeandmail.com/appointments)
- Readers can visit your website, share your notice via email and social platforms and search appointees by company or name

**7.1 million**

Monthly UVs

**30% of UVs**

are MOPEs

### Report on Business magazine

The Weekly Appointment Review notice is also published in the next available issue as the Monthly Notice Review

**2.9 million**

print/digital readers per issue

**836,000**

print readers per issue

**44% of readers**

are MOPEs (Index 169)

### Plus, a special memento for the Appointee

We'll issue a commemorative plaque to celebrate their success, as announced in The Globe and Mail.

### Advertising Rates

One day package  
(per agate line):

**\$55**

Second insertion:  
**25%** of one day package

### Take the next step

Please contact your Globe representative.

**1.866.390.3231**

**[advertising@globeandmail.com](mailto:advertising@globeandmail.com)**



# Appointment Notices deadlines and specifications

## Information deadline

Ad copy and photo(s) must be submitted by 4:30pm EST, 5 business days prior to publication date.

Copy changes must be submitted by 4:30 pm EST, 3 business days prior to publication date.

## Ad content and design

**All Appointment Notices under 350 agate lines must follow The Globe's editorial style of:**

- 1 person (photo) per double column
- Copy must be written in the third person
- Web address allowed
- Phone number, e-mail or address not permitted
- Italics or uppercase permitted on company names and/or proper names of publications
- Company logos are placed at the top or base of announcements, covering a maximum of 15 agate lines

**For Appointment Notices greater than 350 agate lines, you have full creative design freedom.**

Please contact your Globe representative for complete details and specifications.

**CONTACT US →**

SATURDAY, OCTOBER 11, 2023 | THE GLOBE AND MAIL

REPORT ON BUSINESS | B3

## What is the Blue Jays' playoff run worth to Rogers?

Company will likely earn tens of millions of dollars in the short-term but stands to reap bigger benefits later on

SIMON KOPIT  
MONTREAL

Ever since the Toronto Blue Jays clinched the American League East division two weeks ago, Sportsnet has been teasing viewers to a massive promotional spot for the team's playoff run set to Queen's 100th birthday. All fans might be forgiven for wondering if that's the current motto of Rogers Communications Inc., which owns both Sportsnet and the Jays, as the company reaps a beautiful harvest from its vertical integration strategy.

Rogers seems to be everywhere the Jays are, and then some. It is the presenting sponsor of Sportsnet's Major League Baseball postseason coverage, has its logo on the right corner of the screen and behind home plate, where it declares itself "Proud Owner of Canada's Team," and runs ads dozens of times through the TV broadcasts touting its Xfinity TV service and its team ownership.

In the short term, Rogers will likely earn tens of millions of dollars from the playoff run — in sales of tickets and merchandise, in-stadium food and beverage, as well as ads on Sportsnet that garners massive audiences and subscriptions for the company's Sportsnet+ streaming service. But the biggest benefit may be in the medium to longer term, adding a heartwarming element to the Rogers brand and bringing in more possible customers through a series of innovative promotions.

The playoff run by the Jays, who Rogers says pulling has them as one of Canada's top teams by 80 per cent of Canadian fans, offers a national platform for the company to build its image in front of millions of current and potential customers. And it is uniquely positioned to do so, as the only North American conglomerate with a national telecom and TV footprint married to a sports division, which this year grew to include a 75 per cent share of Maple Leaf Sports & Entertainment.

(Late on Friday, MLB announced that was moving the time of the Toronto Maple Leafs' game against the Detroit Red Wings on Sunday to 2 p.m., to avoid conflicting with the Jays' game later that afternoon.)



The Toronto Blue Jays celebrate after defeating the New York Yankees in Game 4 of the American League Division Series in New York on Wednesday. Their playoff run offers a national platform for Rogers, which owns the team, to build its image in front of millions of current and potential customers. AL BILLORETTI IMAGES

adding that fans can stick around after the hockey game to watch the Jays on the jumbotron at Scotiabank Arena.)

"It's a home run," said Norm O'Reilly, dean of the Graduate School of Business and professor of sport management and marketing at the University of Waterloo, "as a dream situation for Rogers because of the integration."

The company is using ticket giveaways and other stunts to drive engagement with fans and back in the reflected glory of the team's success.

"It allows us to connect with consumers on a more emotional level," said Terri Tweedle, chief brand and communications officer for Rogers Communications, in an interview. "I get emails from fans that this means a lot to them."

"We know from our research that our fans are passionate about the Jays, and we want to make sure that our impact in terms of perceptions of the brand, perception on purchase intent."

Dr. Cheri Bradish, director of the Future of Sport Lab and Sport Initiatives at York University, said Rogers will see "in the millions of dollars in terms of incremental value" as an asset which will grow each game as the Jays close in on the World Series.

discovered how much net revenue its appearances in the three previous postseasons had added to the bottom line.

The Blue Jays' playoff games in 2022 netted the company about US\$4 million, four games in 2021 netted US\$1.5 million, and two games in 2014 netted about US\$1-million. (Playoff games keep only about 40 per cent of the ticket sales, with the rest going into a pool shared by players.)

The Braves weren't able to earn much extra revenue from higher television ratings, since playoff games in the U.S. are carried by a national broadcaster such as Fox Sports.

As the owner of the national Canadian broadcast rights, Rogers can charge significant premiums for all-time on Sportsnet as viewership approaches audiences similar to what it pulls in for NHL playoff matches featuring Canadian teams.

The long run by the Edmonton Oilers last spring — and the earlier, shorter run by the Winnipeg Jets and the Toronto Maple Leafs — helped bring high TV ratings and a national bump to the company. The two-month stretch of playoffs pulled in an average audience of 1.6 million viewers, according to Sportsnet, citing data by the ratings agency Nielsen. The six games of the final drive averaged 1.5 million.

In July, the company reported media revenue for its second quarter, which ended June 30, was up 10 per cent, or \$75-million, year-over-year, in part from what it said was "higher sports-related revenue due to the success of the NHL season and higher Toronto Blue Jays revenue." But it also noted that operating costs in the same period, or \$60-million, due in part to what it called "higher Toronto Blue Jays expenses, including player payroll and game day-related costs."

Viewership for the Jays is already close to the Oilers' final series, with Sportsnet reporting on Thursday that the four-game American League Division Series had drawn an average audience of 1.2 million.

Any bump from the Jays' postseason performance would go toward improving what is currently a narrow margin on sports. In 2022, the Rogers sports and media division earned a total revenue of \$2.4-billion and had \$2.4-billion in expenses, resulting in adjusted earnings before interest, taxes, depreciation and amortization of \$84 million. This represents a 3.4 per cent profit margin, up from 2.3 per cent in 2021.

## Photos

Only professional photos will be accepted.

Please supply a 5"x7" digital file photo, preferably showing the head and shoulders

Photos will be sized to 1.42" x 2.11" (30 lines deep).

Photo(s)	Min 300 DPI, 5" x 7"
Logo	Min 300 DPI
Copy	Word document
File format	EPS, JPEG or TIFF

## Need more information?

Please contact your Globe representative.

**1.866.390.3231**  
**advertising@globeandmail.com**

## VISIONARY BOARD LEADERSHIP, REIMAGINING HEALTH CARE

At Trillium Health Partners and Trillium Health Partners Foundation, bold vision fuels lasting change. We proudly welcome our new board members — leaders who will help shape a more innovative, inclusive and compassionate future in health care.

### Trillium Health Partners



**Armughan Ahmad**  
Executive Chairman,  
RXiFood AI



**Riaz Ahmed**  
Retired President & CEO,  
TD Securities



**John Fabbello**  
Partner, Torys LLP



**Jennifer Publicover**  
Group Head,  
RBC Insurance

### Trillium Health Partners Foundation



**Adam Borgatti**  
Senior Vice President,  
Corporate Development &  
Investor Relations,  
Aecon Group Inc.



**Chantal Butler**  
President, Confectionery,  
North America,  
Mondelēz International



**Margaret Hudson**  
President and CEO,  
Burnbrae Farms Limited



**Kevin Teslyk**  
Financial Services Executive



**Riva Wallia**  
Founding Managing Director,  
France Canada Chamber of  
Commerce (CFC), Chevalier de  
l'Ordre National du Mérite



**trilliumgiving.ca**

Credit Valley Hospital | Mississauga Hospital | Queensway Health Centre

Appointment Notice with creative flexibility