

EXPLORE ONTARIO'S MUSEUMS



INVESTMENT: Sponsor content or contract rates apply.

After months of lockdown, Ontarians will be looking for safe ways to enjoy the spring and summer and all that our great museums have to offer.

The Ontario Museum Association and The Globe and Mail are working together on a special Explore Ontario's Museums feature with print and digital opportunities for promotion.

May is Museum Month is the launch of 2021's unique tourism season and a great chance to highlight museums' experiences available throughout the summer—both in-person and virtual!

It's the ideal environment to promote your museum and all of the new exhibits introduced over the last year.

To learn more, reach out to your Globe and Mail advertising representative.

Advertising Commitment	Material Deadlines	Print/Digital Publication Dates
April 30 th , 2021	May 7 th , 2021	Friday, May 28 th , 2021

Integrated content features are turnkey advertorial solutions. Participating advertisers can be mentioned/quoted within content space.

REACH YOUR TARGET

PRINT: Ontario Edition
592,000

WEEKDAY PRINT READERS
Source: Vividata Fall 2020, Ontario, A14+

ONLINE: Ontario
4.2 MILLION MONTHLY UVs
Source: Comscore Media Metrix Multi Platform, Ontario, Jul-Sep 2020 (Q3) Average

WITH POWERFUL INTERACTIVITY RESULTS

35% HIGHER READING TIME
OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS. GAM SITE AVERAGE

3X HIGHER CTR
ON ADS NEXT TO CONTENT VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

For additional information, contact
KEITH RYDER, Special Reports Associate
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ADVERTISING OPTIONS

Special Reports and Integrated Content Features are offered as bundled advertising packages across print and digital media.

Print

- Your choice of ad size
- Advertising space can consist of brand ad and/client sponsor content
 - Additional investment applicable for client sponsor content.
- Participating advertisers who book before advertising deadline can be featured with quote and/or image in content space.
- Features and reports appear with committed advertising in either separate, or relevant section

DIGITAL

- IMPRESSIONS delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- Integrated and client sponsor content articles run in partner section

Link to print ad formats:

[Globe-Newspaper-AdFormats-2020.pdf \(globelink.ca\)](#)

Digital ad units:

STANDARD DIGITAL COMPONENTS

CONTENT PROMOTION WITH BRANDING

DESKTOP, TABLET, MOBILE WEB

- › 300 x 600 audience engagement format.
- › Top 300x250 features special section advertiser.
- › Bottom 300x350 features up to four links to articles

ARTICLE PAGES

- › Includes one leaderboard, one big box as roadblock.

MAIN REPORT LANDING PAGE

- › Features all report articles from the special section.
- › Includes one leaderboard and one big box as roadblock.
- › Offered on select opportunities only.



Sizes and rates	Ontario
Full page + digital	\$15,100
Two-thirds (2/3) page + digital	\$11,200
Half (1/2) page + digital	\$9,100
Third (1/3) page + digital	\$6,800
Quarter (1/4) page + digital	\$5,800
Banner	\$3,900*
Eighth (1/8) page	\$2,000*

*No digital impressions included

- Rates include 300,000 digital impressions across desktop, tablet and mobile web, unless otherwise noted.
- Impressions delivered as audience engagement units. One month delivery. Contextual placement subject to availability. Delivery times are subject to seasonal adjustments.
- Bundled print and digital investments are discounted compared to single media commitments.
- Rates are net, agency fees are additional.

Speak with your Globe and Mail advertising representative to find out about your Explore Ontario Museums special offer.

The Globe and Mail reaches Museum-Goers

900,000 Globe readers (print/digital) in Ontario visited a museum in the past 12 months (Index 118)

- 294,000 Globe readers visited the ROM (Index 117)

	Readers	Index
Weekly Print	449,000	109
Weekday Print	142,000	108
Saturday Print	285,000	112
Weekly Digital	665,000	124

Globe readers are more likely to be frequent Museum-Goers, having visited 3+ times in the past 12 months (Index 133). They donate financially to Canadian cultural organizations (Index 128) and educational organizations (Index 141).

The Globe reaches 109,000 teachers (Index 98) and is more likely to attract business decision makers for travel, conventions and events (Index 160).

