

# Advancing gender parity and inclusion

Canada's charitable sector and #MeToo



**PUBLICATION DATE:** Friday, June 7th

**GET INVOLVED BY:** Friday, April 19th

**MATERIAL DUE:** Friday, May 17th

**INVESTMENT:**

SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

While the charitable sector provides critical services and programs to millions of Canadians plus international communities every day, it must also take a leadership role in tackling issues like harassment, equity, diversity and inclusion. Published in partnership with the Association of Fundraising Professionals, this special feature will not only examine the state of charity and philanthropy in Canada, it will also explore how charities are addressing and leading the way on these important issues.

**Proposed topics include:**

- **Women and leadership** – Leading efforts on shifting the gender balance.
- **HR + Harassment** – Charities, donors, staff and volunteers addressing this issue.
- **Inspiring stories** – Stories of diversity, inclusion and impact.

**GET INVOLVED TODAY. CONTACT:**

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## REACH YOUR TARGET

IN PRINT

**1,148,000**

READERS IN THE PRINT EDITION

**1,730,000**

READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE

**7 MILLION**

MONTHLY UNIQUE VISITORS

(Globe and Mail multi-platform)

Source: comScore Q2 2017

THE GLOBE AND MAIL  
DELIVERS YOUR BEST AUDIENCE:

WITH POWERFUL INTERACTIVITY  
RESULTS...

**35% HIGHER  
READING TIME**

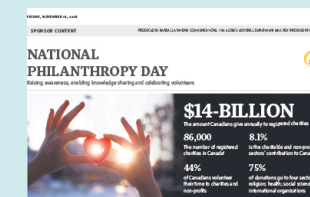
OVER 2 MINUTES ON SPECIAL REPORT  
ARTICLES VS. GAM SITE AVERAGE

**3X HIGHER CTR**

ON ADS NEXT TO CONTENT  
VS. GAM SITE AND CANADIAN AVERAGE

Source: Omniture, Doubleclick

Click on the report below to see a  
previous feature on this topic



PHILANTHROPY: THE TRUE HEART OF CANADIAN CULTURE

## Sponsor Content Features – Advertising Rates (net)

### ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

#### DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your  
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