

Online Video Advertising

globelink.ca/online/video

STRENGTHEN YOUR ONLINE BUY WITH VIDEO ADVERTISING

Globeandmail.com video advertising showcases your products and services in a variety of creative ways, in and around our high-traffic news and lifestyle video content.

Across News, Business, Sports, Life, Auto and Arts content channels, we deliver quality, in-depth content to Canada's largest online newspaper audience, averaging upwards of one million plays per month and growing!

EXCEPTIONAL CREATIVE POSSIBILITIES

Our unique video advertising opportunities are continuing to evolve – ranging from high impact display formats to commercial ads inserted before our video content (pre-rolls,) to video “overlays,” which are layered over the bottom third of the screen as the editorial video content is played.

- » Our pre-roll video advertising is partnered with an adjacent big box banner ad (300 x 250)
- » Video overlays have the ability to contain links and allow advertisers to launch their own website-hosted video ads

REACH CANADA'S MOST ENGAGED ONLINE AUDIENCE

Canadians come to globeandmail.com for breaking news and video produced by The Globe's dedicated video news team and a host of other trusted news agencies, including:

The Canadian Press; the Associated Press; Agence France-Presse; Business News Network, and; Globe-affiliated broadcaster CTV.

SMART MARKETERS RECOGNIZE THE VALUE OF VIDEO

It's the fastest growing segment of online advertising as, on average, online video ads achieve a greater impact on increasing brand awareness at a lower exposure frequency than non-video formats:*

- » Online video advertising grew from \$9 million in 2007 to \$12 million in 2008**
- » Canada leads online video reach with 21M unique video users monthly***
- » 39% of online video viewers have HHI of \$75K+***

NEXT STEPS

- » Contact your Account Manager for further information
- » Learn ABOUT VIDEO ADVERTISING SPECIFICATIONS globelink.ca/online/specs
- » View our Advertising Rate Card globelink.ca/online/ratecards
- » Contact information 1-800-387-9012 x3368 or 416-585-3368 or websales@globeandmail.com