

SWOTC BWC - Globe and Mail Sponsored Content - BRAND ADS

Leaderboard 728x90 - ANIMATED GIF (Slide1, Slide 2)



Half Page Skyscraper 300x600 - ANIMATED GIF (Slide1, Slide 2)

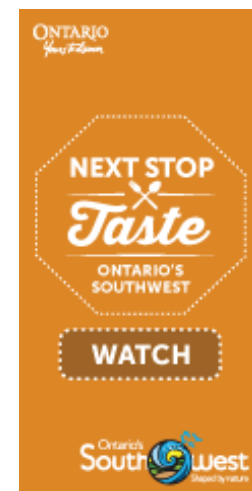


Big Box 300x250 - STATIC JPG



NOTE: Ad has screenshot with fake play button. VIDEO WILL NOT PLAY IN AD

Tile 120x240 - STATIC JPG



PLACEMENT OF ADS ON GAM SITE

- DIGITAL PARTNER PAGE with VIDEOS** - All above ad units including optional Tile ad (120x240)
- CUSTOM DRIVER UNITS** - 300x600 is comprised of a 300x250 brand ad (Big Box shown above) atop a 300x350 driver portion (supplied by GAM). The bottom half will link to the content in the partner section.
- TRAVEL NEWSLETTER INSERTIONS x3** - 300x250 Big Box for all three insertions (same version). Insertion dates are: July 12, August 9 and TBD. Newsletters just have an ad placement. There is no content in the newsletter other than GAM's own editorial.