

GET INVOLVED!



# ORGANIC WEEK

DIGITAL & SOCIAL CONTENT MARKETING CAMPAIGN

In partnership with **The Globe and Mail**, **Canada Organic Trade Association** will launch a **2020 Organic Week campaign** website to host a variety of informative and sponsored content to encourage consumers to choose organic. This campaign provides COTA brand partners with a range of integrated content marketing and digital and social media amplification opportunities.

## SPONSOR BENEFITS:

- Opportunities to contribute articles, videos and other content for posting on the campaign website.
- Custom branded content created for your benefit and sharing.\*
- Paid digital and social media promotion.
- 6-week campaign window for sustained engagement Sept 7 to Oct 16.
- Social media updates for all website content to share on your brand's social channels.
- Campaign reporting



SPECIAL RATES STARTING AT \$2,500



## WANT MORE?

Add more digital brand impressions on [globeandmail.com](http://globeandmail.com) or Globe Alliance partner sites.

Please ask for a custom quote

**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

\*Social media updates promoted through COTA and brand partner social channels.

# Exclusive packages and rates for COTA members:



## DIGITAL & SOCIAL CONTENT MARKETING CAMPAIGN

### \$2.5K

- 1 advertiser-supplied article.
- 50K branded impressions on globeandmail.com driving to your custom content
- Supplied social media posts from campaign site for sharing on your brand's channels
- Campaign reporting

### \$5K

- 1 article up to 500 words each or 1 infographic up to 3 data points each
- 120k branded impressions on globeandmail.com driving to your custom content
- \$250 paid social amplification of your content
- Supply up to 1 additional article, video or infographic for posting online.
- Supplied social media posts from campaign site for sharing on your brand's channels
- Campaign reporting

### \$7.5K

- 2 custom prepared articles up to 500 words each or 2 infographics up to 3 data points each
- 240k branded impressions on globeandmail.com driving to your custom content
- \$500 paid social amplification of your content
- Supply up to 2 additional articles, videos or infographics for posting on campaign site.
- Supplied social media posts from campaign site for sharing on your brand's channels
- Campaign reporting

### \$10K

- 3 articles up to 500 words each or 3 infographics up to 3 data points each
- 360k branded impressions on globeandmail.com driving to your custom content
- \$750 paid social media amplification of your custom content
- Supply up to 3 additional articles, videos or infographics for posting on campaign site.
- Supplied social media posts from campaign site for sharing on your brand's channels
- Campaign reporting

### \$15K

- 4 articles up to 500 words each or 4 infographics up to 3 data points each
- 540k branded impressions on globeandmail.com driving to your custom content
- \$1,500 paid social media amplification of your custom content
- Supply up to 4 additional articles, videos or infographics for posting on campaign site.
- Supplied social media posts from campaign site for sharing on your brand's channels
- Campaign reporting

### WANT MORE?

Add impressions on globeandmail.com

**Ask us about other creative opportunities!**

**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)