



# GLOBE & MAIL SUMMER CO-OP AD OPPORTUNITY

**THURSDAY, JULY 11, 2024 - DOUBLE PAGE CO-OP IN THE METRO SECTION OF THE GLOBE AND MAIL**

**8 - 1/4 PAGE ADS AVAILABLE**

**COST: \$750 PER 1/4 PAGE AD**

**CONTENT THEMES: SUMMER FUN, FOODIE EXPERIENCES, FAMILY ADVENTURE, OUTDOOR ACTIVITIES, ATTRACTIONS, FESTIVALS AND EVENTS.**

**EXPRESSION OF INTEREST DEADLINE:  
THURSDAY, JUNE 6, 2024**

**MATERIAL DEADLINE:  
THURSDAY, JUNE 27, 2024**

**ABOUT THE ADVERTISEMENTS:**

York Durham Headwaters is inviting visitors from all over Ontario and beyond to explore our regions, be it for a day trip or a weekend getaway. On **Thursday, July 11, 2024**, your business is invited to participate in a double page co-op ad in the Metro Section of the Globe and Mail which will promote all the amazing things to see and do in York Durham Headwaters this summer. This is a limited opportunity. **Interested businesses must submit their expression of interest to participate via the following [link](#) by the June 6 deadline.** Participants will be randomly selected and the contract/ad specs provided upon confirmation.

**DISTRIBUTION:**

Insertion Date: Thursday, July 11, 2024  
Print Weekday Readers - 633,000 (Ontario Edition)

**ADDITIONAL COVERAGE:**

Events and businesses will be featured on [yorkdurhamheadwaters.ca](http://yorkdurhamheadwaters.ca). Please ensure your attractions, events, festivals and shopping locations are up-to-date and loaded to our website.