



CENTRAL  
COUNTIES  
TOURISM

# GLOBE & MAIL SUMMER CO-OP AD OPPORTUNITY

**FRIDAY, MAY 17, 2024 - DOUBLE PAGE CO-OP IN THE GLOBE AND MAIL  
'EXPLORE ONTARIO' SPECIAL INSERT**

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

**COST: \$750 (+HST) PER 1/4 PAGE AD**

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

**EXPRESSION OF INTEREST DEADLINE:  
FRIDAY, APRIL 5, 2024**

**MATERIAL DEADLINE:  
WEDNESDAY, APRIL 17, 2024**

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## **ABOUT THE ADVERTISEMENTS:**

You are invited to participate in a double page co-op ad in the Globe and Mail's special insert 'Explore Ontario', published on **Friday, May 17, 2024**, promoting all the amazing things to see and do in York Durham Headwaters this upcoming summer.

This is a limited opportunity. **Interested businesses must submit their expression of interest to participate via the following [link](#) by the April 5 deadline.** Participants will be randomly selected and the contract/ad specs provided upon confirmation.

## **DISTRIBUTION:**

Insertion Date: Friday, May 17, 2024

Print Weekday Readers - 633,000 (Ontario Edition) | Digital Monthly - 3.4 million unique visitors

## **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.