



GLOBE CAREERS

THE ESSENTIAL CHOICE FOR YOUR NEXT RECRUITMENT CAMPAIGN

Globe Careers is the preferred resource for Canadian professionals.

With a reputation for quality editorial content, advice and information, we attract highly educated and qualified candidates across a wide range of professions and levels.

Advertising with Globe Careers, in Canada's #1 national newspaper and online, casts your net across the country, helping you find the right candidate for your organization, faster than ever before.

2017

Opinion | Russia's Foreign Minister weighs in on his country's regional, global roles PAGE 4
THE GLOBE AND MAIL
THURSDAY, NOVEMBER 17, 2016

Report on Business

MARKET
10:32 AM
DOW
19,540
S&P 500
2,126
NASDAQ
5,124

Bombardier gets m
Montreal-based manufacturer raises \$1.4-billion to refinance debt

ECONOMIC INDUSTRY MANUFACTURING
Signs of a business-investm

LEARN FROM THE FUTURES OF WORK

DAVID PARKINSON
Director, Manufacturing

The recent flow of Canadian...
The factory manufactures a digital readout...

...and that's the only way to...
...to provide further evidence that...

...to provide further evidence that...

...to provide further evidence that...

THE GLOBE AND MAIL • SATURDAY, NOVEMBER 12, 2016

Globe Careers

REPORT ON BUSINESS WEEKEND • B19

Canadian tech adoption lags global peers

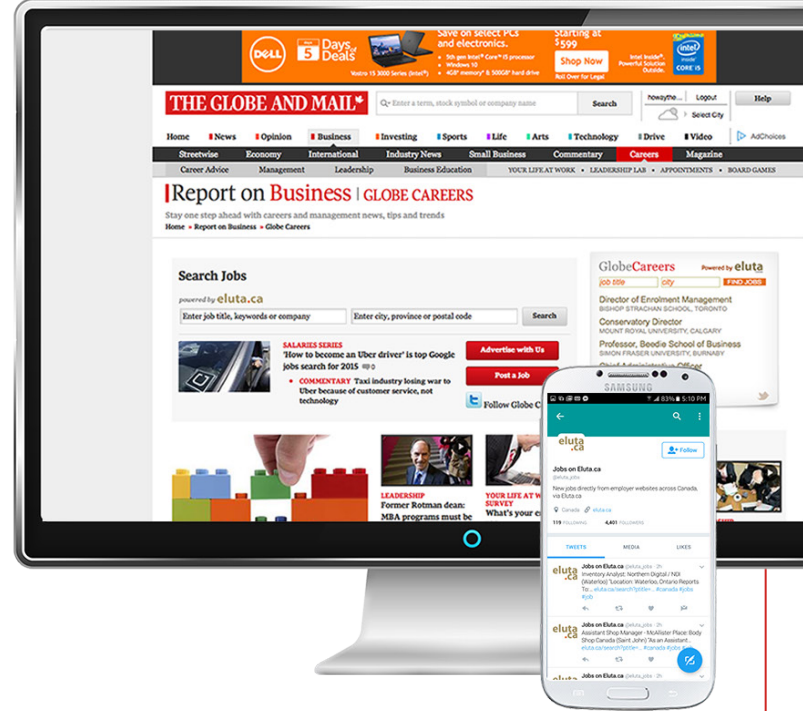
A new survey shows nearly half of employees think their workplaces aren't 'smart' enough, and that there's little appetite for change



Corporate culture that prevents...
...to provide further evidence that...

...to provide further evidence that...

...to provide further evidence that...



FIND YOUR IDEAL TALENT

In Report on Business, nationwide, Monday, Wednesday, Friday and Saturday

Through a variety of platforms our Globe Careers advertising package will help you attract an audience with more serious, qualified candidates than ever before.

1,168,000
average weekday readers

1,887,000
average weekend readers

32%
are Managers, Owners,
Professionals and Executives (MOPEs)
(Index 129)

Across GlobeandMail.com

6,857,000
Multi-Platform monthly UVs

36% of readers
are MOPEs (Index 148)

The collage features three distinct publications. At the top left is 'Globe Careers', showing a 'Canadian tech adoption lags' headline and a photo of a server room. In the center is 'Report on Business', featuring a large 'THE TRUMP EFFECT' headline with a line graph showing market fluctuations. At the bottom is 'The Next Evolution of Fixed Income' by Sprott, with a graphic of a person climbing a ladder.

The screenshot displays the eluta.ca website. The desktop view shows a navigation menu with categories like Home, News, Opinion, Business, Investing, Sports, Life, Arts, Technology, Drive, and Video. A prominent 'Report on Business | GLOBE CAREERS' section is visible. Below this, there are search filters for job titles, keywords, and companies. A 'Globe Careers' sidebar lists various job opportunities, including a 'Director of Enrollment Management' position. The smartphone view shows the mobile-optimized version of the site, highlighting the search and job listing features.

Across Eluta.ca's website and social platforms



YOUR COMPLETE COMMUNICATIONS PACKAGE 2017

Rates effective January 1, 2017
All rates are gross

Newspaper

Globe Careers appears within the Report on Business section on Monday, Wednesday, Friday and Saturday.

Your ad will be published 3 times, over a 7-day period, including a Wednesday and your choice of Friday, Saturday or Monday.

Available Career Sections:

Careers (general), Healthcare/Social Services, Academic Services, International Careers

- Advertising rate includes colour
- Only 2, 4, 5, 6, 8 & 10 column print ads are accepted
- Minimum advertising size: 100 agate lines
- Single column ads with depth of 228 MAL or more will be charged at full column depth
- A reprint of your ad in Report on Business, Globe Careers section for a second week is available at half-price (weeks must be consecutive).

Digital

The Globe Careers website features the innovative job search functionality of Eluta.ca.

- Your ad appears across The Globe website, with up to 100,000 impressions over 30 days, or until your job's application deadline – whichever is earlier
- Up to 100,000 impressions in our exclusive Globe Careers display box on the Eluta site
- Special premium positioning on Eluta.ca that places your job above all other advertising and search results, and includes your logo
- After 30 days we will email you a report with the total impressions and clicks your ad received
- *Print ads containing multiple positions can be posted online for an additional charge of \$650 each*

Social Media

We will provide a feed of your jobs across Twitter, reaching millions of social media users.

We also stream your jobs to 100+ Canadian regional and occupational feeds.

Advertising Rates

Print & Digital:

\$32.73 per line (\$10.91 per line, per day) and \$879 for Eluta.ca (for the first listed position). Additional positions: \$650 each

Digital and Social media only:

\$2,500

Take the next step

Contact our team for more information
and to book your advertising

1-800-387-9012

advertising@globeandmail.com

GLOBE CAREERS – DEADLINES AND SPECIFICATIONS

DEADLINE/PUBLISHING DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Pubset Booking & Copy	4:30pm Wed	—	4:30pm Fri	—	4:30pm Tues	4:30pm Wed
Camera Ready Booking & Material	2:00pm Thurs	—	2:00pm Mon	—	2:00pm Wed	2:00pm Thurs
CopyChanges	12:00 noon Fri	—	12:00 noon Tues	—	12:00 noon Thurs	12:00 noon Fri

ADVERTISING SPECIFICATIONS

- Page dimensions: 9.88" wide x 20" deep
- Number of columns: 10
- Column depth: 280 modular agate lines for full page ads (2,800 lines per 10 column page)

COLOUR MODES

- All colour ads must be created in CMYK colour mode. Any ads containing spot colour or RGB will be converted automatically. The Globe and Mail is not responsible for any shifts in colour as a result of having to convert the material

TOTAL INK DENSITY

- Images, text, tints, line elements and logos should have a maximum ink density of 240%
- If the total ink density is above 240%, The Globe and Mail will adjust the ink density without notification using The Globe and Mail's ICC Colour Profile

IMAGE RESOLUTION

- All monochrome/line art should be created at 1200 dpi

DOT GAIN

- Dot gain is 26%
- Using The Globe and Mail's ICC Profile will automatically adjust colour images for 26% dot

WHITE/KNOCKOUT/REVERSE TYPE, MINIMUM TYPE SIZE

- Serif type, no smaller than 14pt
- Sans serif type, no smaller than 12pt
- All White/knockout/reverse type should be set to knockout

BLACK TINTS, LOGOS & LINE ELEMENTS

- All tints, lines and black logos should be created as black only and set to overprint
- Lines should be no smaller than 0.5pt
- If line elements are 2pt or larger, they can be created as white and set to knockout, or created using multiple colours

GRAY TINTS, LOGOS & LINE ELEMENTS

- Gray tints, logos and line elements should be created using black only.
- The use of four colour gray is not recommended

TEXT REQUIREMENTS

- Black text should be created as black only and set to overprint. If a four colour black is desired, use a maximum of the following percentages: 40% cyan, 40% magenta, 40% yellow, and 100% black. However, black only text is preferable for reproduction purposes
- Text smaller than 24pt should be created as black only
- If text is larger than 24pt, text can be created using multiple colours