



**THE
GLOBE
AND
MAIL**

DIGITAL & NEWSPAPER EDITORIAL REPORT

CANNABIS AND THE WORKPLACE

PUBLICATION DATES: October 19, 2018

GET INVOLVED BY: September 21, 2018

MATERIAL DUE: September 28, 2018

Employers this year have been highly preoccupied with cannabis legalization, they're hungry for information and guidance, and by this point they'll be a mere two days in this new era. How are HR managers responding? How are they communicating their policies with employees and what are the responses so far? What's working well and what needs improvement?

POTENTIAL EDITORIAL LINEUP

- Are workplace policies around Cannabis being treated similar to those of alcohol? Or is there a better model out there?
- What sort of questions are permissible for employers to ask employees about cannabis use?
- From a legal perspective, what type of support have employers put in place for cases of suspected cannabis abuse?
- Has there been an uptick in medical marijuana prescriptions, as society places less of a stigma on its use? How is this affecting workplaces?
- What are some of the unforeseen issues employers and employees have had to deal with? We poll a few companies on their experiences.

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

> **15,000 next to special report content**

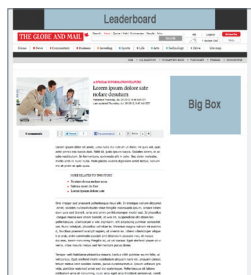
> **485,000 co-branded audience engagement units** } **\$11,500**

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

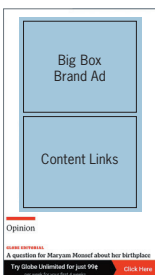
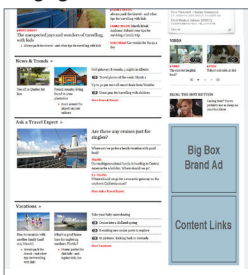
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Mail. Multi-platform as available.

Branding next to content.

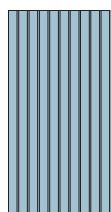


Content promotion via audience engagement units.

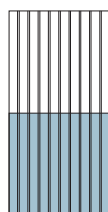


NEWSPAPER

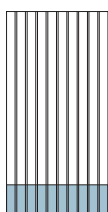
Rate card or contract rates apply. Additional size options available.



FULL PAGE
10 col x 280 ag
9.88" x 20.0"



1/2 PAGE
10 col x 140 ag
9.88" x 10.0"



BANNER
10 col x 47 ag
9.88" x 3.36"



REACH YOUR MARKET*



7 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore Q2 2017

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

Over 2 minutes on special report articles vs. GAM site average

3x higher CTR

On ads next to content vs. GAM site and Canadian average

Source: Omniture, Doubleclick



1,168,000

(WEEKDAY READERS)

Source: Vividata Q4 2016

HR PROFESSIONALS RELY ON THE GLOBE

• **146,000** read the paper on an average weekday (153 Index)

• **616,000** read online every week (148 Index)

(Source: Vividata Spring 2018 National)

For additional information, please contact **KEITH RYDER**, Special Reports Associate

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