

2019 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER & DIGITAL

# BEST WORKPLACES IN CANADA



**PUBLICATION DATE:** Friday, April 26th, 2019  
**GET INVOLVED BY:** Friday, March 29th, 2019  
**MATERIAL DUE:** Friday, April 5th, 2019

Great Place to Work has established itself as an industry leader in research, consulting and training. This April, your organization will join the prestigious list of Canada’s Best Workplaces and be profiled in both print and online, in a special feature offered with The Globe and Mail. The newspaper offering will be produced on upgraded, glossy paper; Globeandmail.com will continue to extend the content into the digital space.

Best Workplaces in Canada is an ideal environment to raise the awareness of your company’s commitment to creating a great place to work. Don’t miss out on the opportunity to place your congratulatory ad.

## REACH YOUR TARGET

ONLINE  
**Globeandmail.com**

**4.3 Million**

WEEKLY DIGITAL READERS  
Source: Vividata Fall 2018 National Total readers

IN NEWSPAPER  
**National Edition**

**848,000**

WEEKDAY PRINT READERS  
Source: Vividata Fall 2018 National Total readers

## OUR READERS ARE INVESTORS...

- Over 4 in 10 readers have ownership or management responsibilities (index 135)
- Over 1.1 million readers work in Human Resources (index 137)

Source: Vividata Q2 2017 A18+ National

## ACHIEVE POWERFUL 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

## Editorial Reports and Sponsor Content Features – Advertising Rates

### RECRUITMENT

#### ADVERTISING OPTIONS

Editorial Reports and Sponsor Content Features are offered as bundled advertising packages across print and digital media.

#### PRINT

##### YOUR CHOICE OF AD SIZE

- Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.
- EDITORIAL REPORTS AND SPONSOR CONTENT FEATURES WILL APPEAR WITH COMMITTED ADVERTISING IN EITHER SEPARATE, OR RELEVANT SECTION

#### DIGITAL

- IMPRESSIONS delivered as contextually-placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- EDITORIAL REPORT ARTICLES WILL APPEAR IN RELEVANT SECTION, SPONSOR CONTENT ARTICLES WILL RUN IN PARTNER SECTION

	<b>NATIONAL</b>
FULL PAGE + 300,000 digital impressions	\$26,000
TWO-THIRDS (2/3) PAGE + 300,000 digital impressions	\$19,500
HALF (1/2) PAGE + 300,000 digital impressions	\$16,900
THIRD (1/3) PAGE + 300,000 digital impressions	\$9,500
QUARTER (1/4) PAGE + 300,000 digital impressions	\$8,500
BANNER + 200,000 digital impressions	\$5,500
EIGHTH (1/8) PAGE + 200,000 digital impressions	\$4,500

- ALL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.
- IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.
- ONE MONTH DELIVERY.
- CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.