

EMPLOYEE RECOMMENDED WORKPLACE AWARDS



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GET INVOLVED BY: Friday, March 8

MATERIAL DUE: Friday, March 15

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

The Employee Recommended Workplace Award, established by The Globe and Mail and Morneau Shepell, is now in its third year. It applauds companies that make the health and wellness of their staff a priority. This March, The Globe and Mail will announce the winners of the 2019 awards in a special report. Appearing in print and online the week after the awards presentation, the Employee Recommended Workplace Awards will be an ideal environment to highlight your organization's commitment to your staff's wellbeing.

Tentative Topics:

- Stress and anxiety at work - how to build a resilient workforce
- Substance abuse and addictions in the workplace
- Fresh ideas for driving connections and teamwork amongst your employees
- A look at the winners of the 2019 Employee Recommended Workplace Awards

For additional information, contact

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REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

IN PRINT

National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES

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 (gross)

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

	NATIONAL
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.

For more information, please contact your
Globe and Mail Sales Representative