

# EMPLOYEE RECOMMENDED WORKPLACE AWARDS



**GET INVOLVED BY:** Friday, September 25  
**MATERIAL DUE:** Friday, October 2  
**PUBLICATION DATE:** Friday, October 16

The annual Employee Recommended Workplace Award, established by The Globe and Mail and Morneau Shepell in 2017, applauds companies who make staff health and wellness a priority.

This April, The Globe celebrates the qualifiers and winners of the 2020 awards in a special editorial report. Appearing shortly after our awards presentation event, this print and digital report is the ideal platform to highlight your organization's commitment to staff wellbeing.

## Provisional Topics:

- A look at the qualifiers and winners of the 2020 Employee Recommended Workplace Awards
- Fresh ideas for driving connections and teamwork amongst your employees
- Stress and anxiety at work - how to build a resilient workforce
- Substance abuse and addictions in the workplace

**INVESTMENT:** SPECIAL REPORT OR CONTRACT RATES APPLY

For additional information, contact

**Andrea D'Andrade, Senior Manager, Special Products**

[adandrade@globeandmail.com](mailto:adandrade@globeandmail.com)

**GLOBE AND MAIL  
EDITORIAL REPORTS**  
ARE TURNKEY CONTENT  
ADJACENCY SOLUTIONS THAT PROVIDE  
STRONG CONNECTION BETWEEN YOUR  
BRAND AND READERS

## REACH YOUR TARGET

**ONLINE: National  
Globeandmail.com**

**4.6 MILLION**

**WEEKLY DIGITAL READERS**

Source: Vividata Fall 2019 National Total

**Globe Alliance**

**20.2 MILLION**

**MONTHLY UVS**

Source: comScore Q2 2019 average, multi-platform

**PRINT: National Edition**

**899,000**

**WEEKDAY PRINT READERS**

Source: Vividata Spring 2019 National Total readers

## 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– Advertising Rates (net)

# RECRUITMENT

### ADVERTISING OPTIONS

Editorial Reports are offered as 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 sponsor content.
- EDITORIAL REPORTS 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

	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 + 300,000 digital impressions	\$4,500

ALL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

BUNDLED PRINT AND DIGITAL INVESTMENTS ARE DISCOUNTED IN COMPARISON TO SINGLE MEDIA COMMITMENTS. RATES ARE NET, AGENCY FEES ARE ADDITIONAL

For more information, please contact your  
Globe and Mail Account Manager