

Career Strategies: Getting Hired



With a crashed economy and recession looming, many industries were forced to temporarily shut down and lay off thousands upon thousands of Canadians. This means that many Canadians are doing their best to navigate Employment Insurance and the Canadian Emergency Response Benefit, while also taking on the daunting task of applying for jobs. This report will focus on things readers need to know about getting hired post-pandemic.

Proposed article topics include:

- How grocery chains are hiring thousands to meet increased demand
- These universities are building all-star alumnus programs to help grads get hired
- 10 things graduates need to know about job hunting in a recession
- Are there “recession-proof” jobs in 2020?

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* All dates are Mondays

Ad Close	Material Deadline	Issue Date
May 4, 2020	May 18, 2020	June 1, 2020
June 8, 2020	June 22, 2020	July 6, 2020
July 6, 2020	July 20, 2020	August 3, 2020
August 10, 2020	August 24, 2020	September 7, 2020
September 7, 2020	September 21, 2020	October 5, 2020
October 5, 2020	October 19, 2020	November 2, 2020
November 9, 2020	November 23, 2020	December 7, 2020

Investment: Special report/contract rates apply

GLOBE AND MAIL EDITORIAL REPORTS

ARE TURNKEY CONTENT ADJACENCY
SOLUTIONS THAT PROVIDE STRONG
CONNECTION BETWEEN ADVERTISER
AND READER

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

1,666,000

SATURDAY 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

Advertising Rates (National, net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF ½ PAGE, 1 FULL PAGE OR TWO FACING PAGES (DPS). Advertising space can consist of brand ad and/or client approved content.

DIGITAL

- 400,000 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.

PRINT + DIGITAL BUNDLED INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content) + DIGITAL	\$19,900
FULL PAGE (eg. ½ page ad + ½ page client approved content) + DIGITAL	\$29,900
DPS (eg. 1 full page ad + 1 page client approved content) + DIGITAL	\$39,900

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

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

Option “B”- Print Only

PRINT INVESTMENT

½ PAGE (eg. ¼ page ad + ¼ page client approved content)	\$14,300
FULL PAGE (eg. ½ page ad + ½ page client approved content)	\$24,300
DPS (eg. 1 full page ad + 1 page client approved content)	\$36,400

PRINT PLACEMENT SUBJECT TO AVAILABILITY.

Option “C” - Digital Only

DIGITAL INVESTMENT

500,000 impressions - co-branded audience engagement units

- Delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding (300x250 big box) above links to article(s).
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears next to articles, non-guaranteed impressions.
- One-month delivery on all impressions, subject to availability and seasonal adjustments.

DIGITAL ONLY INVESTMENT - \$11,500