

Fraud Prevention Month



PUBLICATION DATE: Wednesday, March 3
GET INVOLVED BY: Wednesday, January 20
MATERIAL DUE: Wednesday, February 24

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

The Canadian Anti-Fraud Centre reports that Canadians lost more than \$98-million to all types of fraud in 2019, with fraudsters using multiple channels that include in-person, phone calls, texts and emails, and public wireless networks. Fraud related to COVID-19 alone amounted to \$6.2-million at the end of September 2020. Published during Fraud Prevention Month, this special feature highlights the importance of recognizing, rejecting and reporting fraud.

Proposed topic highlights:

RAISING AWARENESS – Staying vigilant and up-to-date to combat constantly evolving schemes.

TRENDS – The top new scams to watch out for.

TECHNOLOGY & INNOVATION – Ways to improve security and changes for better outcomes.

SOLUTIONS – From education to support for customers and businesses.

GET INVOLVED TODAY. CONTACT:

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ARE TURNKEY ADVERTORIAL SOLUTIONS.
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PRINT: National Edition
936,000 WEEKDAY PRINT READERS
Source: Vividata Winter 2020 Readership Study National

WITH POWERFUL INTERACTIVITY RESULTS
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ARTICLES VS. GAM SITE AVERAGE

3 X HIGHER CTR
ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE
Source: Omniture, Doubleclick

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