

2022 NATIONAL SPONSOR CONTENT FEATURE

NEWSPAPER AND DIGITAL

# Fraud Prevention Month



**PUBLICATION DATE:** Tuesday, March 1  
**GET INVOLVED BY:** Tuesday, January 18  
**MATERIAL DUE:** Tuesday, February 22

**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.
- REAL ESTATE FRAUD** - how to protect yourself

**GET INVOLVED TODAY. CONTACT:**  
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**THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE**

**ONLINE: National Edition**  
**4.1 MILLION WEEKLY DIGITAL READERS**

**PRINT: National Edition**  
**936,000 WEEKDAY PRINT READERS**  
Source: Vividata Winter 2020 Readership Study National

**WITH POWERFUL INTERACTIVITY RESULTS**  
**35% HIGHER READING TIME**  
OVER 2 MINUTES ON SPECIAL REPORT ARTICLES VS. GAM SITE AVERAGE

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

**Click on the report below to see a similar feature**

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**FRAUD PREVENTION MONTH**  
**CRITICAL IN PANDEMIC ERA**  
**AMID RISING TIDE OF DIGITAL FRAUD**

The fraud actions now are becoming very sophisticated, and they can replicate logos and other features that the average consumer would associate with a legitimate site or email.

**Adrian White**  
Director of Financial Crime, Canadian Bankers Association

As Canadians have moved more of their daily transactions online, the risk of fraud has increased. The need to be increasingly vigilant about protecting themselves from digital money theft is growing.

The Canadian Bankers Association (CBA) is highlighting that message as part of its awareness campaign for Fraud Prevention Month. The CBA is also launching a new digital fraud prevention campaign and new consumer advice to help Canadians protect themselves from digital fraud.

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