

2021 NATIONAL  
SPONSOR  
CONTENT FEATURE

NEWSPAPER  
& DIGITAL

# BEST WORKPLACES IN CANADA



**PUBLICATION DATE:** Friday, April 16, 2021  
**GET INVOLVED BY:** Friday, March 19, 2021  
**MATERIAL DUE:** Friday, March 26, 2021

Great Place to Work has established itself as an industry leader in research, consulting and training. This April, your organization will join the prestigious list of Canada’s Best Workplaces and be profiled in a special feature distributed in The Globe and Mail’s print and digital editions.

Best Workplaces in Canada is an ideal environment to raise the awareness of your company’s commitment to creating a great place to work. Don’t miss out on the opportunity to place your congratulatory ad.

For additional information, contact  
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## SPONSOR CONTENT FEATURES

ARE TURNKEY ADVERTORIAL  
SOLUTIONS.

## REACH YOUR TARGET

GLOBE AND MAIL PRINT  
National Edition  
923,000

WEEKDAY PRINT READERS  
Source: Vividata Fall 2020,  
National, A14+

GLOBE AND MAIL ONLINE  
National

7.5 MILLION MONTHLY UVs  
Source: Comscore Media Metrix Multi-  
Platform, Jul-Sep 2020 (Q3) Average

## WITH POWERFUL INTERACTIVITY 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

# Sponsor Content Features – Advertising Rates (net)

## RECRUITMENT

### ADVERTISING OPTIONS

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 sponsor content.
- 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.
- SPONSOR CONTENT ARTICLES 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 + 300,000 digital impressions	\$4,500

ALL IMPRESSIONS DELIVERED ACROSS DESKTOP TABLET 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