



**PUBLICATION DATE:**  
Thursday, June 22, 2017

**GET INVOLVED BY:**  
Thursday, June 1, 2017

**MATERIAL DUE:**  
Thursday, June 8, 2017

**CONTEXTUAL PLACEMENT:**  
BUSINESS & NEWS

**RATES:**  
REPORT AND FEATURE RATES APPLY

# EMPLOYEE RECOMMENDED WORKPLACE AWARDS

The Employee Recommended Workplace Award has been newly established by The Globe and Mail and Morneau Shepell. It applauds companies that make the health and wellness of their staff a priority. This June, The Globe and Mail will announce the first winners of this award in a special report. Appearing in print and online the day after the awards presentation, Employee Recommended Workplace Awards will be an ideal environment to highlight your organization's commitment to staff wellbeing. Don't miss out on this outstanding promotional opportunity.

**POTENTIAL EDITORIAL TOPICS:**

- › What is a healthy workplace and why does it matter to a company and its employees.
- › Five cost effective actions any company can take to improve the health of their workplace and employees.
- › The Globe and Mail and Morneau Shepell's new Employee Recommended Workplace Award and its connection to workplace health and safety.
- › A special look at the Employee Recommended Workplace Award winners:
  - What were the common threads?
  - Winners tell us: the one thing they do that makes them great.



**Employee  
Recommended  
Workplace Award**

BY **THE GLOBE AND MAIL** & **MORNEAU SHEPELL**

For additional information, please contact **ANDREA D'ANDRADE**,  
Manager Special Reports, New Product Development [adandrade@globeandmail.com](mailto:adandrade@globeandmail.com)

All reports and features offer comprehensive packages to reach audiences through targeted content. Plus, print, digital and social are offered with most opportunities. All reports and features hosted on globeandmail.com receive rotational one month promotion on the GAM.com homepage.

We've had a long history of producing engaging print and digital features.

Click an image at right to view.



**REACH YOUR MARKET\*\***



**ONLINE...**

**6.5 MILLION**

MONTHLY UNIQUE VISITORS  
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)  
Source: comScore Q4 2016

**WITH POWERFUL INTERACTIVITY RESULTS...**

**35% higher reading time**

Over 2 minutes on special report articles vs. GAM site average  
Source: Omniture

**3x higher CTR**

On ads next to content vs. GAM site and Canadian average  
Source: Omniture, Doubleclick



**IN PRINT...**

**1,318,000**

(WEEKDAY READERS)  
Source: Vividata Q2 2016

**THE GLOBE AND MAIL  
ATTRACTS CANADA'S INFLUENTIAL  
ADULTS AND EXECUTIVES\***

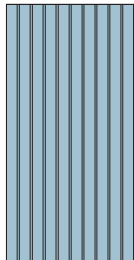
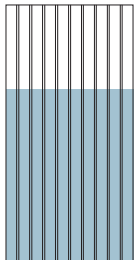
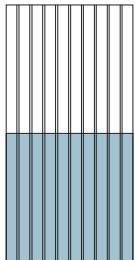
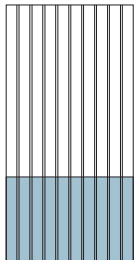
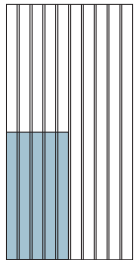
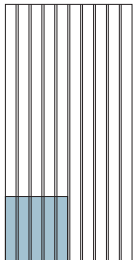
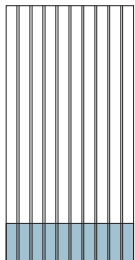
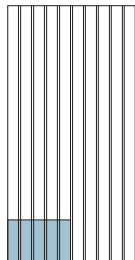
- The average Globe reader's place of work employs **586 people** (5% larger than Canadian average)
- **646,000** readers expect to change jobs in the next year, while 716,000 just did within the past year (index 106)
- **Over 1 million** readers work within Human Resource jobs (index 122)

Source: Vividata Q2 2016 A18+ National

ADVERTISING RATES (NET)	
FULL PAGE	NATIONAL \$26,000*
TWO-THIRDS (2/3) PAGE	\$19,500*
HALF (1/2) PAGE	\$16,900*
THIRD (1/3) PAGE	\$9,500*
QUARTER (1/4) PAGE	\$8,500*
BANNER	\$5,500**
EIGHTH (1/8) PAGE	\$4,500**
TWELFTH (1/12) PAGE	\$2,500***

\*INCLUDES 300,000 DIGITAL IMPRESSIONS. \*\*INCLUDES 200,000 DIGITAL IMPRESSIONS.  
 \*\*\*INCLUDES 50,000 DIGITAL IMPRESSIONS  
 ALL IMPRESSIONS DELIVERED ACROSS DESKTOP AND MOBILE WEB.  
 IMPRESSIONS DELIVERED AS CONTEXTUALLY PLACED AUDIENCE ENGAGEMENT UNITS.  
 ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

STANDARD PRINT OPTIONS (APPEAR IN FULL COLOUR)

							
<b>FULL PAGE</b> 10 columns x 280 agates 9.88" x 20.0"	<b>2/3 PAGE</b> 10 columns x 187 agates 9.88" x 13.36"	<b>1/2 PAGE</b> 10 columns x 140 agates 9.88" x 10.0"	<b>1/3 PAGE</b> 10 columns x 93 agates 9.88" x 6.64"	<b>1/4 PAGE</b> 5 columns x 140 agates 4.86" x 10.00"	<b>1/8 PAGE</b> 5 columns x 70 agates 4.86" x 5.00"	<b>BANNER</b> 10 columns x 47 agates 9.88" x 3.36"	<b>1/12 PAGE</b> 5 columns x 47 agates 4.86" x 3.36"

STANDARD DIGITAL FEATURES

**CONTENT PROMOTION WITH BRANDING**

DESKTOP, TABLET, MOBILE WEB

- › Offered for Editorial Reports and Advertising Features.
- › 300x600 audience engagement format.
- › Top 300x250 features special section advertiser.
- › Bottom 300x350 features up to four links to articles
- › Globe and Mail homepage promoted.

**ARTICLE PAGES**

- › Offered for Editorial Reports and Advertising Features.
- › Includes equal share of voice of one leaderboard, one big box as roadblock.

