

# Best Employers in the GTA - Toronto Star Special Section

PUBLISHING DATE: Saturday, June 19, 2010

**Booking Deadline:** Tuesday, June 8  
**Material Deadline:** Thursday, June 10

Hewitt

As the Canadian economy shifts from recession to recovery, organizations that were able to retain their employees during the downturn, simply because the employees had limited career opportunities, now run the risk of losing key talent according to Hewitt Associates, a global human resources consulting and outsourcing company. However, employers with high employee engagement are more likely to keep the people they need to succeed than those employers with low employee engagement.

The Best Employers studies conducted by Hewitt Associates help companies understand the degree of their employee engagement risks. "If employees speak positively about their employer, want to continue working there, and go "above and beyond" to help the organization succeed, we identify them as being highly engaged. These employees are likely to remain with the organization, despite other career opportunities".

On Saturday June 19, the Toronto Star will publish a stand-alone section, in print and online, featuring profiles of the "50 Best Employers in the GTA" - what their employees say, why they stay, and examples of how those employees strive to make their organization among the GTA's best. A team of Star writers will fan out across the GTA and spotlight some of these employers - some small, some large, - whose employees voted their organization the best employer to work for.

This section is a must-read for anyone looking for a career in the leading organizations in our community. In the midst of challenges in this economy, your customers, qualified candidates and suppliers will appreciate knowing your company is among the GTA's very best employers - as voted by their employees.

**Reach 1,446,600 print readers and 6.6 million unique visitors to thestar.com**

## EXTEND YOUR MESSAGE ONLINE!

- 71% of visitors to thestar.com do not subscribe to any Toronto daily newspaper\*
- 64+ million page views per month on thestar.com\*\*
- Promoted on key content areas, including the GTA section

## ONLINE ADVERTISING OPTIONS!

- Purchase a print ad in the Toronto Star's Best Employers in the GTA section and your message will be extended online with a featured advertiser link on Healthzone.ca for one month.
- Purchase 100,000 Big Box or Leaderboard Impressions on Healthzone.ca  
**COST: \$2,500**
- **Title SPONSORSHIP OPPORTUNITIES AVAILABLE!** - Sponsor the entire Best Employers in the GTA section for a 1 month period!  
**COST: \$10,000**

**Please speak to your Toronto Star sales representative for more information.**

Source: (Print) NADbank 2008, Ontario including Toronto Extension Adults 18+, read Star yesterday;  
(Online) \*thestar.com Online Survey, June 2008, \*\*Omniure December 2009



**For more information  
or to reserve  
your space,  
please contact:**

**[recruit@thestar.ca](mailto:recruit@thestar.ca)**

**TEL: 416 869 4242  
ext. recruitment**

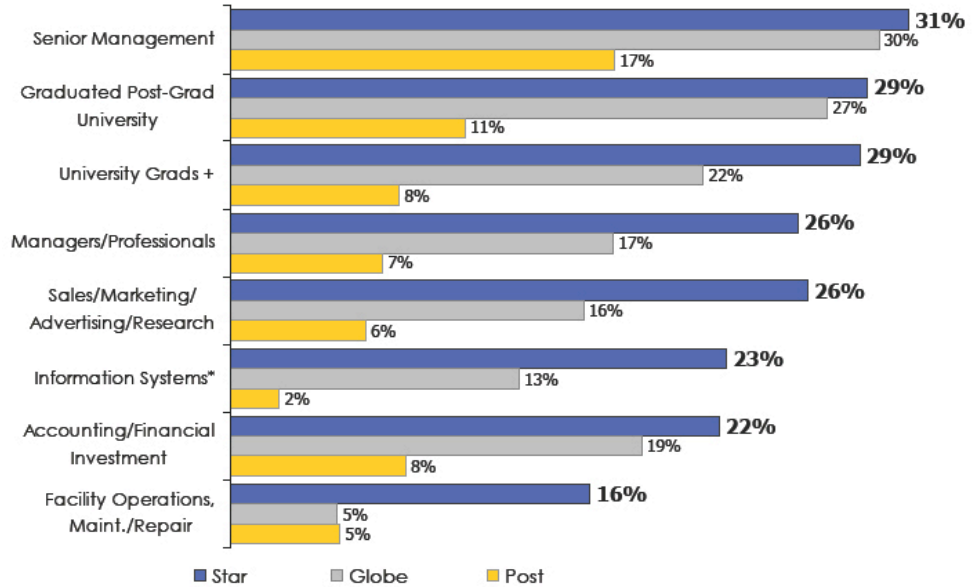
**FAX: 416 865 3978**

# Best Employers in the GTA - Toronto Star Special Section

PUBLISHING DATE: Saturday, June 19, 2010

**Circulation-**  
Reach more  
key target  
groups and  
a targeted  
workforce

Reach % - 2-M/F & 1-Sat



Ad Type	Width	Depth
Full-Page Ad	10 1/2" W	20 13/16" D
2/3 Page Ad Horizontal	10 1/2" W	13 9/16" D
Half-Page Ad Vertical	5 3/16" W	20 13/16" D
Half-Page Ad Impact	8 3/8" W	13 9/16" D
Quarter-Page Ad	5 3/16" W	10 5/16" D
Front Cover Banner Ad	10 1/2" W	5" D

Above are 6 of the 18 available ad size options

Space is commissionable to accredited advertising agencies.

## MATERIAL SPECIFICATIONS

All advertising material should be supplied in digital format. We require all new production houses test their files (5 days prior to publication)

Ask your sales representative for our digital ad guide or contact our digital advertising department at **416-869-4665**.

