

NEXT-LEVEL CREDENTIALS: Advancing Your Career with Professional Designations

Integrated Special Reports are turnkey content solutions in which participating advertisers can be mentioned in at least one story. Produced by Globe Content Studio. Topics are informed by content management technology that provides data signals on what is resonating with readers and keeping them engaged. It provides confidence that these are ideal environments to position and deliver your brand message.

Next Level Credentials explores the career benefits of specialized business-related designations. Emphasis will be placed on accounting, finance, legal and human resources accreditations, with others under consideration. Readers will gain insights into the advantages of obtaining these designations, practical steps to pursue them, and advice on aligning credentials with career aspirations. By showcasing pathways to professional growth, *Next Level Credentials* empowers readers to unlock opportunities, increase earning potential, and achieve long-term success in their chosen fields.

Proposed Line-up

From Degree to Designation – A step-by-step guide on pursuing professional credentials after earning a degree

The ROI of Professional Designations – Analysis of career and financial benefits of obtaining advanced certifications

In-Demand Credentials for the Business World in 2025 – Highlights of emerging and high-impact designations to stay competitive in evolving industries

For more information, contact The Globe Media Group team
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Print/Digital Weekly Readers – **2,828,000**
Print Weekly Readers – **898,000** / Digital Weekly Readers – **1,599,000**

Source: Vividata SCC Spring 2024, National, Adults 18+

| Booking Deadline | Material Deadline | Publishing Date |
|------------------|-------------------|--|
| February 5 | February 27 | Digital - Friday, March 28 Print - Saturday, March 29 |
| February 27 | March 27 | Digital - Friday, April 25 Print - Saturday, April 26 |

INTEGRATED SPECIAL REPORT

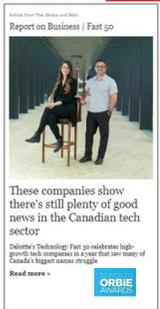
ESSENTIAL PACKAGE

Your brand mentioned within the integrated report among participating advertisers

Digital Integrated Special Report
Content and Discovery

Standard Traffic Driver

Digital Integrated Special Report



Print Integrated Special Report



Full page ad



1/2 page ad

| Package | Details | Investment |
|-----------------|---|---|
| Digital* | <ul style="list-style-type: none"> ➤ Equal brand ad SOV among participating advertisers, adjacent to integrated report content. Includes brand mention within the article. ➤ 200,000 driver impressions – Globe and Mail ROS. • 300x600 includes logo, drives to integrated report with adjacent SOV ads. ➤ 200,000 brand impressions – Globe and Mail ROS • 300x250 brand ads, drives traffic to your site. | \$8,000 |
| Print | <ul style="list-style-type: none"> ➤ Ad adjacent to report content, with brand mention in article**. Half and full-page ad formats available. | Standard print rates apply |
| Digital + Print | <ul style="list-style-type: none"> ➤ Digital and print as described above. | <p>\$23,600 (National full page***)</p> <p>\$18,600 (National half page***)</p> |

* No minimum page view estimates

** No sightlines or approval on integrated special report content