



CANADA'S TOP 100 EMPLOYERS

THE EDITORIAL GUIDE TO THE NATION'S BEST EMPLOYERS PUBLISHED ANNUALLY BY MEDIACORP SINCE 2000

April 30, 2010

Dear Applicant,

We have now begun the application period for the 2011 *Canada's Top 100 Employers* competition and I wanted to provide some background on our decision to continue the application fee, which was introduced in 2002. The fee is charged to all applicants to help fund the cost of administering the competition. We are sensitive to the issues that arise when money mixes with editorial work, so we are writing to explain why the fee is necessary.

This will be our 11th annual *Canada's Top 100 Employers* competition, which has become a large undertaking for our publishing company. The project now employs a full-time staff who administer the competition and, most importantly, publish our annual "Reasons for Selection" that explain in detail why each of our winners is selected. Many people are also surprised to learn that, unlike other competitions, we don't offer consulting services to employers, which preserves the project's editorial integrity but makes it costly to administer.

Since the project's inception, we've seen a steady increase in the number of employers that submit applications. While much of this has to do with the annual feature stories in our newspaper and magazine partners, more HR professionals are discovering our project and want us to review their recruitment and retention programs. While we are grateful for the exposure, this year we expect to review more than 12 times the number of applications compared to our first edition. We continue to add more writers and full-time staff to assist with the review process, but to fund this editorial work we rely upon the application fees paid by employers.

The application fee for the 2011 competition has been set at \$495 plus GST. The fee is being administered fairly and is payable by all employers, regardless of whether their applications are eventually chosen for the *Canada's Top 100 Employers* competition. The fee is non-refundable. With our media partners, we have also tried to improve the value that applicants receive by including 18 popular "top employer" competitions – in addition to our national project – within the single application.

As some of you may recall, there was another Canadian competition with similar aims in the late 1980s that was released as a paperback, but discontinued after just two editions. In speaking with one of the authors some years afterwards, I learned the book sold well, but the publisher had to abandon the project because of the significant editorial costs involved in reviewing the employers each year. We want to avoid this pitfall and, with the application fee, keep the project on a stable financial footing for years to come.

If you have any questions or comments about the application fee, I invite you to email or contact me directly. Thank you for your interest in our project — and your time.

Yours very truly,

A handwritten signature in black ink that reads "Anthony Meehan".

Anthony Meehan, Publisher

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