HR Canadian Reporter

www.hrreporter.com

YOUR DIRECT CONNECTION TO CANADA'S EMPLOYERS

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Audited by: CCAB BPA WORLDWIDE CONSUMER

CONTACT AN ACCOUNT EXECUTIVE AT:

CarswellMedia.Sales@thomsonreuters.com • (416) 649-8841

EDITORIAL MANDATE

Canadian HR Reporter, the national journal of human resource management, provides independent, timely, relevant and trusted news, information, case studies and features to HR and business professionals across the country. In addition to the newspaper, which is sent out every two weeks, paid subscribers receive an e-mail alert linked to *Canadian HR Reporter*'s website, **www.hrreporter.com**. The publication's dynamic online presence includes videos, webinars, daily news postings, recent issues and an archive featuring thousands of articles.

ABOUT

National biweekly journal of HR management

- Nearly **35,000 readers** look forward to Canadian HR Reporter's widely respected in-depth coverage and provocative editorial commentary every two weeks.
- Nearly one-half (**45.8%**) of subscribers hold management positions as chief human resources officers, vice-presidents, directors and managers of HR. Plus, an additional 1 in 10 are president/CEOs or a senior corporate executive.
- **96%** of readers rated Canadian HR Reporter as excellent or good.
- More than **87% of readers** look at the ads in *Canadian HR Reporter* always or sometimes.
- When it comes to buying HR-related products or services, more than **70%** of readers are involved in information gathering and **58.3%** have final say on product selection and approval.

Note: Results are from a Spring 2013 survey of readers conducted by *Canadian HR Reporter*

CIRCULATION

Canadian HR Reporter biweekly tabloid

Publication data

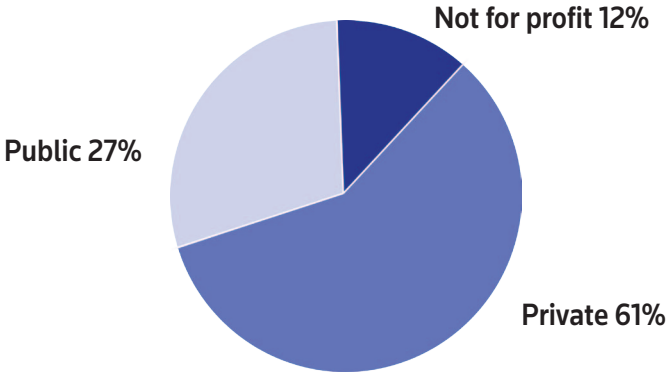
- Frequency: biweekly, 22 times a year
- National circulation: 11,000+
- Pass-along readership: approx. 3 per copy
- Readers per issue: 34,500+
- Circulation audit (annual): CCAB

About CHRR subscribers

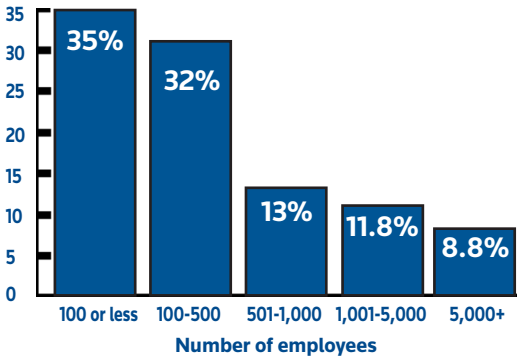
- 86% are 35 years+
- 55% are managers, directors, vice-presidents, CEOs
- 70% are involved in information gathering when selecting HR products/services
- 71% are female
- 63% work in non-unionized organizations
- 58% are responsible for approving vendors and purchases

Organizations our subscribers work for

Sectors



Number of employees

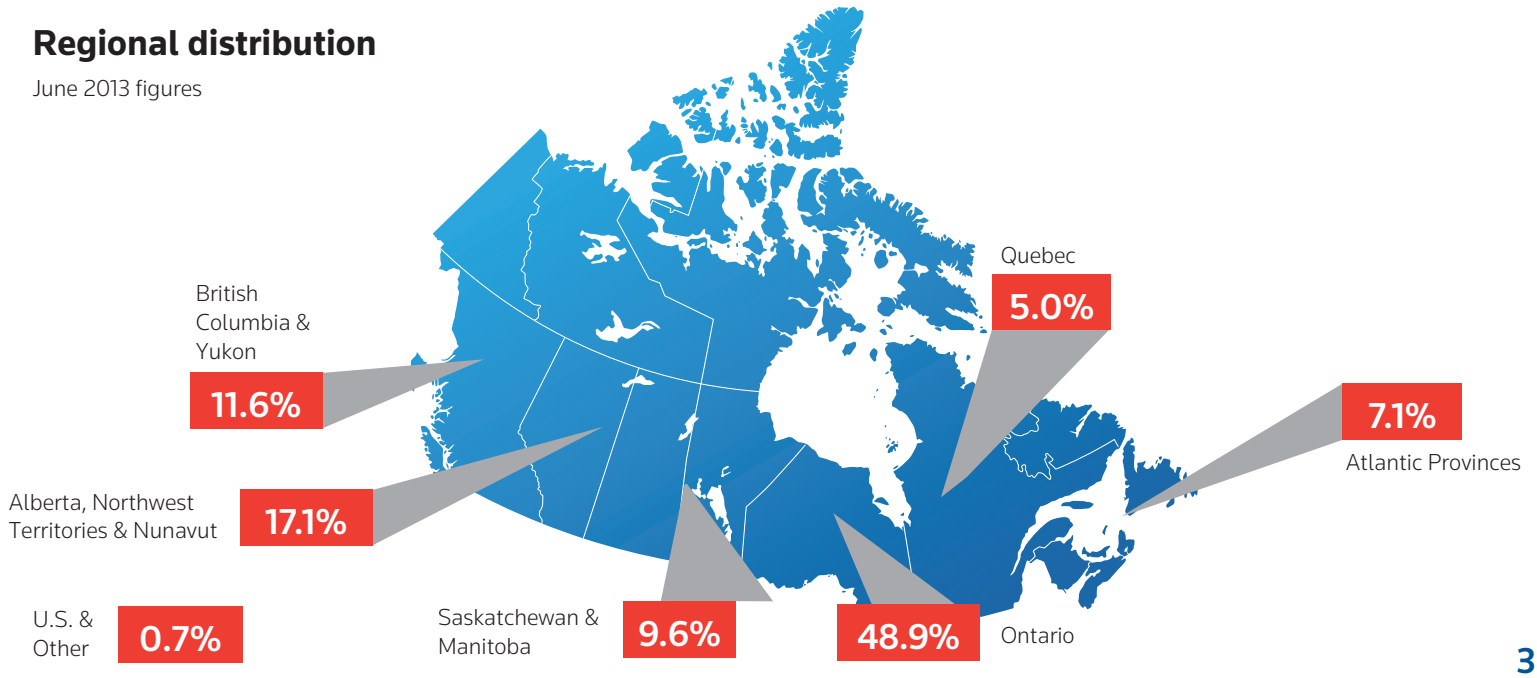


CHRR readers have purchase influence on

- Benefits programs 60%
- Disability management 44%
- EAP services 51%
- Event planning 33%
- HR consulting services 50%
- HR legal compliance information 54%
- Investment fund providers 13%
- Lawyers 43%
- Office equipment 26%
- Organization change management practices 43%
- Private investigators 15%
- Recruitment/headhunting firms 59%
- Relocation services 17%
- Software 37%
- Temporary staff 48%
- Training programs / courses 69%
- OHS products / services 37%

Regional distribution

June 2013 figures



MORE WAYS to connect with Canada's employers

EVERY TWO WEEKS ***Canadian HR Reporter*** hits the desks of HR management decision-makers across Canada, packed with news of the profession, the most talked-about issues, and advertising information.

Ad formats available: space ads, inserts, digital

24 HOURS A DAY **www.hrreporter.com** offers advertisers over 24,000 unique monthly visits, providing nearly 58,000 impressions.

HR Vendors Guide Online is a searchable vendor directory at the ready whenever an HR manager has a product or service need.

HR Newswire reaches over 12,000 subscribers 52x a year — all delivered to readers' personal e-mail boxes.

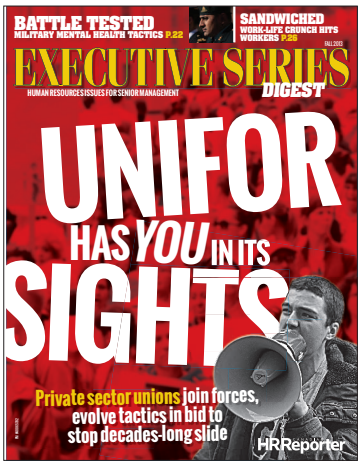
Ad formats available: variety of banner ads, sponsorships, vendor-listing upgrade

HR VENDORS GUIDE 2015 is *Canadian HR Reporter's* classic comprehensive print reference featuring easy-to-use (and share) vendor listings, including a section of Canadian employment lawyer profiles.

Ad formats available: space ads, profiles, best practice advertorials, vendor-listing upgrades, inserts, digital

CHRR's **2015 HR wall calendar** is a year-round fixture in HR offices across Canada, an ideal platform for announcing annual conferences and seminars, as well as advertising products and services. A really smart buy at very low cost!

Ad formats available: space ads



Executive Series Digest reaches 20,000+ senior-level executives at companies across Canada with 100+ employees. This semi-annual publication is a must to advertise in. Distribution: 20,000 print copies, plus digital distribution of 10,000 emails.

Ad formats available: space ads, cover, digital positions

EDITORIAL CALENDAR

Biweekly tabloid – listed by category

Now you can quickly identify the CHRR issues that will help you reach your target audience!

TOPIC	PRINT ISSUE DATES	EMAIL ISSUE DATES
BACKGROUND SCREENING	March 10, Sept. 22	March 11, Sept. 23
BENCHMARKING	Oct. 20	Oct. 28
BENEFITS	April 7, May 19*, July 14, Sept. 8, Dec. 15	April 15, May 27, July 22, Sept. 9, Dec. 16
CEOs TALK	May 19	May 27
CFOs TALK	Nov. 3	Nov. 4
COMPENSATION	May 5	May 6
CONFLICT MANAGEMENT	March 10, July 14	March 18, July 15
CORPORATE CULTURE	Feb. 24	Feb. 25
CORPORATE SOCIAL RESPONSIBILITY	April 21	April 29
DISABILITY MANAGEMENT	April 21	April 22
DISTANCE EDUCATION	Sept.22	Sept. 30
DIVERSITY	May 5	May 6
EMPLOYEE ASSISTANCE PROGRAMS (EAPs)	March 24, Aug. 11	April 1, Aug. 19
ELDER CARE	June 16	July 2
EMPLOYEE CAREER MANAGEMENT	Jan. 27	Feb. 4
EMPLOYEE ENGAGEMENT	May 5, Dec. 15	Jan. 7, May 13
EMPLOYEE SURVEYS	Dec. 15	Jan. 7
EMPLOYER BRANDING	April 21	April 29
EMPLOYMENT LAW	Jan. 27, June 2, Dec. 1	Jan. 28, June 3, Dec. 2
ERGONOMICS	Aug. 11	Aug. 26
GLOBAL HR	July 14	Aug. 6
HEALTH AND SAFETY	March 10, April 21*, Sept. 8, Oct. 20, Dec. 15	March 18, April 29, Sept. 16, Oct. 21, Dec. 16
HR ASSOCIATIONS	Feb. 24	Feb. 25
HR CAREER DEVELOPMENT	Sept. 8	Sept. 9
HR CERTIFICATION	Nov. 17	Nov. 18
HR EDUCATION	Feb. 24*, April 7, Aug. 11, Dec. 1	March 4, April 8, Aug. 12, Dec. 9
HR LEADERS TALK	Jan. 27, Nov. 17	Jan. 28, Nov. 18
HR METRICS	June 16	June 24
IMMIGRATION	Nov. 17	Nov. 25
LABOUR RELATIONS	Feb. 24	March 4
MANAGING/LEADERSHIP	Feb. 10, March 10	Feb. 19, March 11
MENTAL HEALTH	March 24	March 25
ORGANIZATIONAL EFFECTIVENESS	March 24	April 1
OUTPLACEMENT	April 7	April 15
OUTSOURCING	Jan. 13, Sept. 22	Jan. 21, Sept. 23
PAYROLL	Jan. 13, June 16, Sept. 8*, Dec. 1	Jan. 21, July 8, Sept. 16, Dec. 2
PENSIONS	Feb. 10, May 19, Oct. 6, Nov. 3	Feb. 19, May 21, Oct. 7, Nov. 4
PERFORMANCE MANAGEMENT	Jan. 27, Nov. 17	Feb. 4, Nov. 25
RECOGNITION	Jan. 27, April 21, Oct. 6*, Dec. 1	Feb. 4, April 22, Oct. 14, Dec. 9
RECRUITMENT	Feb. 10, June 2, July 14, Oct. 6	Feb. 11, June 3, July 29, Oct. 7
RELOCATION	June 2, Sept. 22*	June 10, Sept. 30
SALARY SURVEYS	Oct. 20	Oct. 21
SOCIAL MEDIA	June 16	June 17
STAFFING	May 19, Oct. 20	May 21, Oct. 28
TECHNOLOGY	April 7, June 16, Oct. 6, Nov. 3	April 8, July 8, Oct. 14, Nov. 12
TOTAL REWARDS	Aug. 11*	Sept. 3
TRAINING AND DEVELOPMENT	Feb. 10, March 24, May 5, Nov.3	Feb. 11, March 25, May 13, Nov 12
WELLNESS	June 2	June 10
YEAR IN REVIEW	Jan. 13	Jan. 14

* *Expanded section*

HR Canadian Reporter

www.hrreporter.com

2014 INTEGRATED EDITORIAL CALENDAR

JANUARY | FEBRUARY | MARCH

	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
JANUARY	**Print Edition**	**JANUARY 13**	Payroll Outsourcing The Year in Review 2014 Events Calendar	Space: Dec. 2 Material: Dec. 5
		Bonus Distribution	Canadian Education and Research Institute for Counselling (CERC) Ottawa, January 20-22	
	Print Edition	**JANUARY 27**	Employment Law HR Leaders Talk Performance Management Employee Career Management Recognition	Space: Dec. 30 Material: Jan. 3
		Bonus Distribution	Human Resources Professionals Association (HRPA) Annual Conference Toronto, January 22-24	
	Canadian HR Newswire	Jan. 7 Jan. 14 Jan 21 Jan. 28	Employee Surveys, Employee Engagement Year in Review Payroll, Outsourcing Employment Law, HR Leaders Talk	previous Tuesday
FEBRUARY	**Print Edition**	**FEBRUARY 10**	Recruitment Training & Development Pensions Managing/Leadership	Space: Jan. 13 Material: Jan. 16
	Print Edition	**FEBRUARY 24**	Corporate Culture HR Associations Labour Relations Expanded Section: HR Education	Space: Jan. 27 Material: Jan. 30
	Canadian HR Newswire	Feb. 4 Feb.11 Feb. 19 Feb. 25	Performance Management, Employee Career Management, Recognition Recruitment, Training & Development Pensions, Managing/Leadership Corporate Culture, HR Associations	previous Tuesday
MARCH	**Print Edition**	**MARCH 10**	Managing/Leadership Background Screening Conflict Management Health & Safety	Space: Feb. 10 Material: Feb. 13
	Print Edition	**MARCH 24**	Training & Development Mental Health Organizational Effectiveness EAPs	Space: Feb. 24 Material: Feb. 27
		Bonus Distribution	Human Resources Institute of Alberta (HRIA) Calgary, April 9-10 British Columbia Human Resources Management Association (BCHRMA) Vancouver, April 15-16 Western Conference on Safety, Vancouver, April 14-15	
	Canadian HR Newswire	Mar. 4 Mar. 11 Mar. 18 Mar. 25	Labour Relations, HR Education (expanded section) Managing/Leadership, Background Screening Conflict Management, Health & Safety Training & Development, Mental Health	previous Tuesday

NOTE: Editorial subject to change.

INTEGRATED EDITORIAL CALENDAR

2014

APRIL | MAY | JUNE

	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
APRIL	**Print Edition**	**APRIL 7**	HR Education Technology Outplacement Benefits	Space: Mar. 10 Material: Mar. 13
	Print Edition	**APRIL 21**	Recognition Employer Branding Disability Management Corporate Social Responsibility Expanded Section: Health & Safety	Space: Mar. 24 Material: Mar. 27
		Bonus Distribution	Partners in Prevention Mississauga, April 29-30	
	Canadian HR Newswire	Apr. 1 Apr. 8 Apr. 15 Apr. 22 Apr. 29	Organizational Effectiveness, EAPs HR Education, Technology Outplacement, Benefits Recognition, Disability Management Employer Branding, Corporate Social Responsibility, Health & Safety (expanded section)	previous Tuesday
MAY	**Print Edition**	**MAY 5**	Compensation Diversity Employee Engagement Training & Development	Space: Apr. 7 Material: Apr. 10
	Print Edition	**MAY 19**	Staffing Pensions CEOs Talk Expanded Section: Benefits	Space: Apr. 21 Material: Apr. 24
	Canadian HR Newswire	May 6 May 13 May 21 May 27	Compensation, Diversity Employee Engagement, Training & Development Staffing, Pensions CEOs Talk, Benefits (expanded section)	previous Tuesday
JUNE	**Print Edition**	**JUNE 2**	Recruitment Employment Law Relocation Wellness	Space: May 5 Material: May 8
	Print Edition	**JUNE 16**	Social Media HR Metrics Elder Care Technology/Payroll	Space: May 20 Material: May 22
		Bonus Distribution	Canadian Payroll Association (CPA) Toronto, June 17-20	
	Canadian HR Newswire	June 3 June 10 June 17 June 24	Recruitment, Employment Law Relocation, Wellness Social Media HR Metrics	previous Tuesday

INTEGRATED EDITORIAL CALENDAR

2014

JULY | AUGUST | SEPTEMBER

	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
JULY	**Print Edition**	**JULY 14**	Conflict Management Benefits Recruitment Global HR	Space: June 16 Material: June 19
	Canadian HR Newswire	July 2 July 8 July 15 July 22 July 29	Elder Care Payroll / Technology Conflict Management Benefits Recruitment	previous Tuesday
AUGUST	**Print Edition**	**AUGUST 11**	HR Education EAPs Ergonomics Expanded Section: Total Rewards	Space: Jul. 14 Material: Jul. 17
	Canadian HR Newswire	Aug. 6 Aug. 12 Aug. 19 Aug. 26	Global HR HR Education EAPs Ergonomics	previous Tuesday
SEPTEMBER	**Print Edition**	**SEPTEMBER 8**	Benefits HR Career Development Health and Safety Expanded Section: Payroll	Space: Aug. 11 Material: Aug. 14
		Bonus Distribution	National Payroll Week, Across Canada, Sept. 15-19 Canadian Society of Safety Engineers (CSSE) Calgary, Sept. 14-17	
	Print Edition	**SEPTEMBER 22**	Background Screening Outsourcing Distance Education Expanded Section: Relocation	Space: Aug. 25 Material: Aug. 28
		Bonus Distribution	Canadian Employee Relocation Council (CERC) Whistler, Sept. 21-24	
	Canadian HR Newswire	Sept. 3 Sept. 9 Sept. 16 Sept. 23 Sept. 30	Total Rewards (expanded section) Benefits, HR Career Development Health & Safety, Payroll (expanded section) Background Screening, Outsourcing Distance Education, Relocation (expanded section)	previous Tuesday

INTEGRATED EDITORIAL CALENDAR

2014

OCTOBER | NOVEMBER | DECEMBER

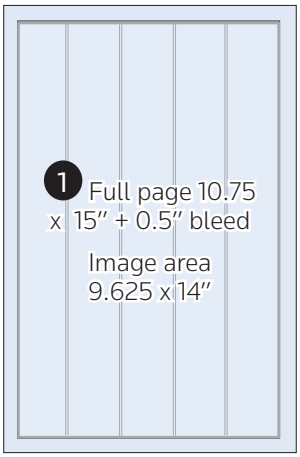
	PRINT/NEWSWIRE	DATES	EDITORIAL LINEUP	CLOSING DATES
OCTOBER	**Print Edition**	**OCTOBER 6**	Recruitment Pensions Technology Expanded Section: Recognition	Space: Sept. 8 Material: Sept. 11
		Bonus Distribution	Saskatchewan Association of Human Resource Professionals (SAHRP) Regina, Oct. 7-8	
	Print Edition	**OCTOBER 20**	Health & Safety 2015 Salary Surveys Staffing Benchmarking	Space: Sept. 22 Material: Sept. 25
		Bonus Distribution	Alberta Safety Show (TBD)	
	Canadian HR Newswire	Oct. 7 Oct. 14 Oct. 21 Oct. 28	Recruitment, Pensions Technology, Recognition (expanded section) Health & Safety, 2015 Salary Surveys Staffing, Benchmarking	previous Tuesday
NOVEMBER	**Print Edition**	**NOVEMBER 3**	CFOs Talk Pensions Technology Training & Development	Space: Oct. 6 Material: Oct. 9
		Bonus Distribution	Canadian Society for Training & Development (TBD)	
	Print Edition	**NOVEMBER 17**	HR Certification HR Leaders Talk Performance Management Immigration	Space: Oct. 20 Material: Oct. 23
	Canadian HR Newswire	Nov. 4 Nov. 12 Nov. 18 Nov. 25	CFOs Talk, Pensions Technology, Training & Development HR Certification, HR Leaders Talk Performance Management, Immigration	previous Tuesday
DECEMBER	**Print Edition**	**DECEMBER 1**	Employment Law Payroll Recognition HR Education	Space: Nov. 3 Material: Nov. 6
	Print Edition	**DECEMBER 15**	Health & Safety Benefits Employee Surveys Employee Engagement	Space: Nov. 17 Material: Nov. 20
	Canadian HR Newswire	Dec. 2 Dec. 9 Dec. 16	Employment Law, Payroll Recognition, HR Education Health & Safety, Benefits	previous Tuesday

Rates & data

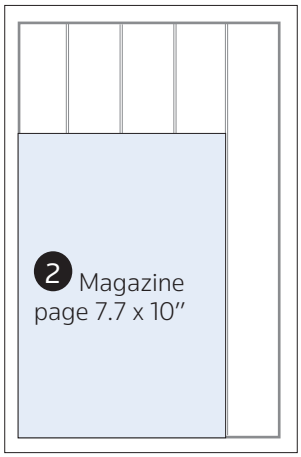
2014 display advertising rates — 4-colour (HST not included. Rates are in net, Canadian dollars.)

Ad size	1x	4x	8x	12x	18x	22x
Full page	$4670	$4488	$4124	$3673	$3575	$3393
Magazine page	$3575	$3450	$3194	$2940	$2809	$2683
1/2 page	$2846	$2753	$2573	$2391	$2297	$2207
1/4 page	$1853	$1786	$1652	$1516	$1452	$1384
1/8 page	$1200	$1168	$1098	$1029	$995	$959
Outside back cover	$5766	$5530	$5054	$4580	$4340	$4100
Front Page Earlugs	$1600	—	—	$1300	—	$1030
Front Page Footerstrip	$3100	—	—	$2600	—	$2060
Business card* (Black & White)	$260	$225	$190	$142	$119	$108
Wrap outside front	$7000	$6000	$5000	—	—	—
Wrap inside front	$4000	$3000	$2500	—	—	—
Wrap outside/inside back	$3500	$2500	$2000	—	—	—

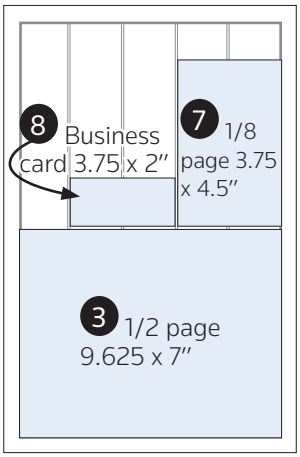
* *Business card ads are non-commissionable.* 10% discount on black and white ads.



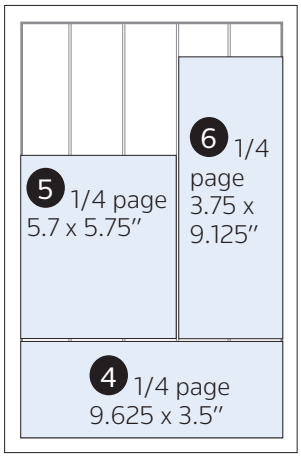
Full page



Magazine page



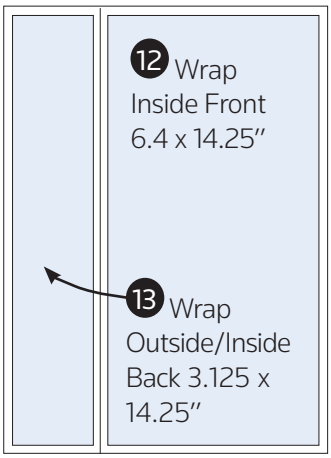
1/2 page, 1/8 page, business card



1/4 page

Cover Ads

Wrap Outside



Wrap Inside

Ad sizes	Width x height in inches
❶ Full page	10.75 x 15 + 0.5" bleed
— Image Area	9.625 x 14"
❷ Magazine page	7.7 x 10
❸ 1/2 page (horizontal)	9.625 x 7
❹ 1/4 page (horizontal)	9.625 x 3.5
❺ 1/4 page (square)	5.7 x 5.75
❻ 1/4 page (vertical)	3.75 x 9.125
❼ 1/8 page (vertical)	3.75 x 4.5
❽ Business card	3.75 x 2
❾ Front Page Earlug	1.8 x 2
❿ Front Page Footerstrip	9.75 x 1.75
⓫ Wrap Outside Front	6.25 x 1.75 & 6.25 x 10
— Bleed Option	7.25 x 2.25 & 7.25 x 10.5 + 0.5" bleed
⓬ Wrap Inside Front	6.4 x 14.25
— Bleed Option	7.25 x 15 + 0.5" bleed
⓭ Wrap Outside/Inside Back	3.125 x 14.25
— Bleed Option	3.75 x 15+ 0.5" bleed

INSERTS

Rates & data

Inserts

Distribution: National
Inserts required: 11,000 approx.
Weight/size: Up to 25 grams (Heavier inserts must be priced separately)
To fit into tabloid size of CHRR

Type:	Rate
Blown-in	$4100
Polybagged on front	$4500

•**Label boxes**: "For insert into CHRR, _____ issue, Box 1 of ___" etc.
•**For insert queries, please contact** pamela.menezes@thomsonreuters.com

Shipping details

Polybagged inserts to:
Carswell Distribution Center
245 Bartley Dr.
Toronto, ON M4A 2V8
Attn: Rick Lee

Blown-in inserts to:
Tip Top Bindery
335 Passmore Ave.,
Toronto, ON M1V 4B5
Attn: John Macklin

Notes:
•Partial distributions by postal code are available. Quantity & rate is based on the circulation in your selected area(s). Please talk to your sales representative for details.

•HST is not included. Rates are in net Canadian Dollars.

Key Data for Canadian HR Reporter

Rate Card #27
Effective January 1, 2014

Published by: Carswell, a division of Thomson Reuters Canada Limited
One Corporate Plaza
2075 Kennedy Rd.
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(416) 649-9298 — pamela.menezes@thomsonreuters.com

Production:
Tabloid format, cold web offset, 50 lb. uncoated book stock.

Frequency: 22 times per year.

Circulation: 11,000.

Subscription: $169 per year.

Frequency discounts:
To earn frequency discounts, the schedule of insertions must be completed within the contract year. The contract year is 22 consecutive issues, beginning in the issue of the first insertion. Advertisers may schedule with a given frequency. Rebates and/or short rates will be calculated at the end of the contract year.

Guaranteed positions: add 20%.

Value added — Advertiser Index
Each advertiser is listed in the advertiser index with reference to the page the ad appears on as well as contact information at no charge.

Copy & Contract Regulations:

A. Advertiser and advertising agency assume liability for all content (including text, representation, and illustrations) of advertisements printed. They will also assume responsibility for any claims arising therefrom made against the publisher and will indemnify the publisher against any claim that may be brought by any person against any claim arising out of the publication of any such advertisements. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards.

B. Rates subject to change without notice. Publisher reserves the right to increase advertising rates at any time and all contracts are accepted subject to this reservation. The advertiser reserves the right to cancel contract without short rate at any date upon which higher rates are made effective by the publisher.

C. Publisher is not bound by any condition, printed or otherwise, appearing on contracts or copy instructions, when such conflict with policies covered by the rate card.

D. Publisher shall be entitled to payment, as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to ensure that the publication will be distributed.

E. Publisher will not be responsible for reproduction of colour advertisements unless progressively pulled proofs, as specified, are supplied. Production costs for photographs, art work, plates, etc. will be charged to the advertiser. Custom duties and sales taxes on imported inserts are chargeable to the advertiser.

F. Advertiser and agency agree that the publication shall be under no liability for their failure for any cause to insert any advertisement.

G. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher.

H. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God, or any other circumstance not within the direct control of the publisher.

I. Written cancellation of advertising space bookings must be received by advertising space close of issue involved. If it is not, an administrative fee of 35% of the ad cost will be charged.

J. Payment due upon publication. In case of first time advertisers, payment is due by materials delivery deadline. Payment is to be forwarded to *Canadian HR Reporter*'s Toronto office in Canadian funds.

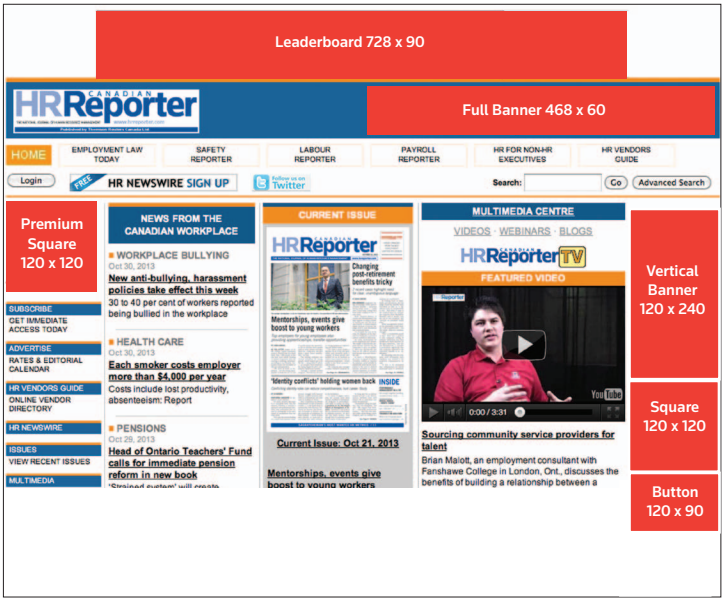
Commissions:

Agency Commission - 15 per cent on gross billing for space, colour, and position to recognized agencies only (some restrictions apply).

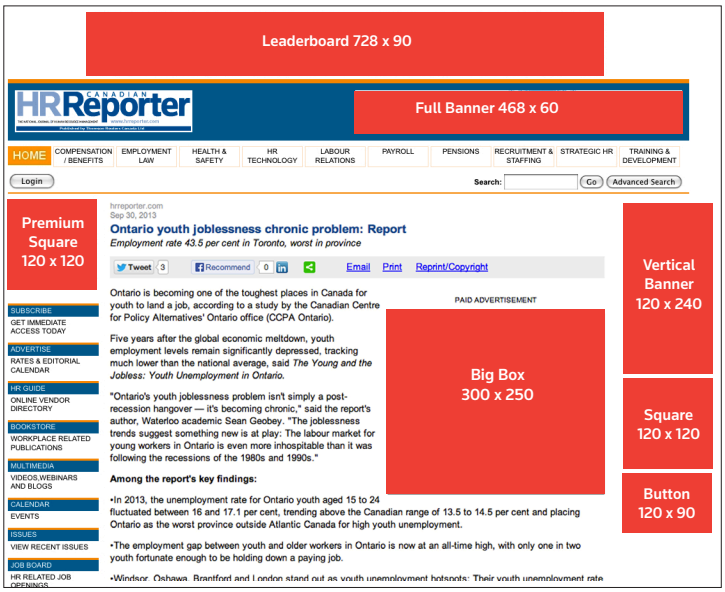
The dynamic online face of Canada's most respected HR publication

Here's the perfect place to reach an HR audience on their time.

Home page



Article page



Rates and sizes (HST not included. Rates in net, Canadian dollars.)

Ad type	Size (pixels)	Position(s) available	Monthly rate
Leaderboard	728 x 90	run of site	$1999
Full	468 x 60	run of site, except HR Vendors Guide	$1390
Skyscraper	120 x 600	run of site**	$1950
Big box	300 x 250	article pages only	$1185
Premium square (left-hand side)	120 x 120	run of site, except HR Vendors Guide	$999
Vertical (right-hand side)	120 x 240	run of site**	$1184
Square (right-hand side)	120 x 120	run of site**	$875
Button (right-hand side)	120 x 90	run of site**	$592

Frequency discounts 3 month - 10% 6 month - 15% 12 month - 20%

Meets IAB industry standard

** Run of site does not include HR Vendors Guide, subscribe and advertise page.

The facts:

- 24,000+ unique visits per month
- 58,000+ impressions per month

For material specifications, see page 22.

CANADIAN HR NEWSWIRE

Reach over 12,000 newsletter subscribers every week with your advertising message. The *Canadian HR Newswire* is delivered directly to readers' personal e-mail boxes.

Circulation: Approx. 12,000 per issue

Rates and sizes (HST not included. Prices Per Ad. Rates are in net Canadian dollars)

Ad type	Size (in pixels)	1x	3x	6x	12x
Leaderboard	728 x 90	$1100	$980	$875	$825
Skyscraper	120 x 600	$1000	$950	$850	$800
Vertical	120 x 240	$825	$800	$760	$725
Standard Banner	468 x 60	$775	$740	$660	$625
Square	120 x 120	$570	$540	$485	$450

CUSTOM CANADIAN HR NEWSWIRE EXTRA

Reach over **12,000** *Canadian HR Newswire* subscribers with a **custom-designed** single sponsor e-newsletter at a cost of $3,100

LEADERBOARD
728 x 90 pixels

FEATURE AD
728 x 290 pixels

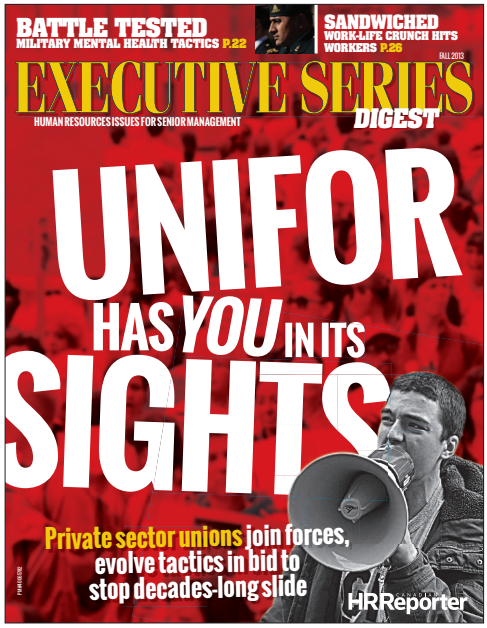
EXECUTIVE SERIES DIGEST

Reach a unique audience of only very senior level executives in companies with 100+ employees across Canada.

Published in conjunction with the **Strategic Capability Network**, ***Executive Series Digest*** is a bi-annual publication that takes a strategic, high level look at issues affecting senior business leaders.

Topics could include:

- Risk-proofing HR
- Is management broken?
- Getting recognition right
- Getting the most out of coaching
- Leading in turbulent times
- The design of business
- Networking
- New ideas on developing managers
- Case studies and more.



Publication type: Stand alone, national, magazine-sized, 4 colour glossy, plus digital edition

Distribution: 20,000+ senior executives with titles such as Chairman, CEO, CFO, President or Director in companies with 100+ employees, plus inclusion in the digital edition distributed to 10,000 Canadian HR Reporter readers and senior executives.

Issue date: Spring and Fall
Booking deadline: May 5 (Spring Issue) • Sept. 25 (Fall Issue)
Material deadline: May 12 (Spring Issue) • Oct. 2 (Fall Issue)

Note: HST not included. Rates are in gross Canadian Dollars.

Profile Position/Size	Image Area	Trim Size	Bleed Size	Cost (4 colour)
OBC	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	$4999
IFC / IBC	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	$4650
DPS	15 1/2" x 9 3/4"	16 1/2" x 10 3/4"	17" x 11 1/4"	$6322
Full page	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	$3718
Half page	7 1/4" x 4 1/4"			$2046

Canada's most complete HR vendor directory

Rise above your competition with a display ad or "Best Practices/Case Study" advertorial in the directory that reaches more qualified decision-makers than any other. HR professionals turn to HR Guide when seeking products and services. Make sure they see you.

HR Vendors Guide also includes Canada's Employment Lawyers Directory.

Section headings include:

- Assessments
- Associations
- Background Screening
- Benefits
- Compensation
- Conference Planning
- Diversity/Equity
- Employment/ Immigration Law
- Health & Safety
- HR Professional Development
- Labour Relations
- Outplacement
- Outsourcing
- Organizational Effectiveness/ HR Consulting
- Pensions
- Recognition
- Recruitment & Staffing
- Relocation
- Technology/HRMS
- Training & Development

Distribution: 18,000+ HR professionals and senior business executives including the HRPA and HRIA annual conferences

Publication date: December 2014
Ad space close: September 8, 2014
Material deadline: September 15, 2014

EARLY BOOKING DISCOUNT OFFER! Book by June 29 and receive 25% off

Ad rates: **Trim Size** 8" x 10 1/2" • **Bleed Size** 8 1/2" x 11	**Cost**	**Size w x h**	**Column widths**
Outside back cover (includes 4-colour charge)	$5999	7 1/4 x 10"	1 col. = 2 1/4"
Inside front/back cover (includes 4-colour charge)	$5899	7 1/4 x 10"	2 col. = 4 5/8"
Section opener positions	$4999	7 1/4 x 10"	3 col. = 7 1/4"
Full page	$3999	7 1/4 x 10"	
1/2 page (horizontal only)	$2290	7 1/4 x 4 5/8"	
1/3 page (horizontal)	$1828	7 1/4 x 3 1/8"	
1/3 page (vertical) 1 column wide	$1828	2 1/4 x 9 1/4"	
1/3 page (square)	$1828	4 5/8 x 4 5/8"	
1/4 page (horizontal)	$1437	7 1/4 x 2 3/8"	
Earlug (only 3 available)	$1500	1 11/16 x 2 1/16"	
1/6 page (vertical)	$999	2 1/4 x 4 7/8"	
Employment Lawyers Directory Profile (with colour headshot)	$899	100 to 150 word profile + headshot	
Line Rate	$9.99 / line		

HR VENDORS GUIDE ONLINE

Canada's largest, most comprehensive and accessible HR vendor guide.
Advertisers can stand out from the rest by selecting a platinum, gold, silver or bronze package.

PLATINUM ($1,622/year)

Features:

- A 120x120 pixel online ad (sample at left) on HR Vendors Guide Online's home and search result pages, with a URL link to your website, for 1 year
- Premier placement for your listing above all others in search results
- A unique 100 word description of your company's products and services in each category selected
- Inclusion of your 100 word description in HR Vendors Guide 2013 print edition
- Featured Supplier 1 x/yr in Canadian HR Newswire
- 120 x 74 pixel company logo
- Website with hyperlink
- E-mail address with hyperlink
- Contact name
- Company name (Large bold font)
- Mailing address
- Phone number
- Fax number

Other packages:

Gold: 1 year - $799

Features:

- Premier placement for your listing above Silver, Bronze and Basic in search results
- 120 x 74 pixel company logo
- Website with hyperlink
- E-mail address with hyperlink
- A unique 100 word description of your company's products and services in each category selected
- Inclusion of your 100 word description in HR Vendors Guide 2015 print edition
- Contact name
- Company name (medium bold font)
- Mailing address
- Phone number
- Fax number

Silver: 1 year - $540

Features:

- Premier placement for your listing above Bronze and Basic in search results
- 120 x 74 pixel company logo
- Website (no hyperlink)
- E-mail address with hyperlink
- A unique 50 word description of your company's products and services in each category selected.
- Inclusion of your 50 word description in HR Vendors Guide 2015 print edition
- Contact name
- Company name (bold font)
- Mailing address
- Phone number
- Fax number

Bronze: 1 year - $299

Features:

- Placement for your listing above Basic in search results
- Website (no hyperlink)
- E-mail (no hyperlink)
- A unique 50 word description of your company's products and services in each category selected
- Contact name
- Company name
- Mailing address
- Phone number
- Fax number

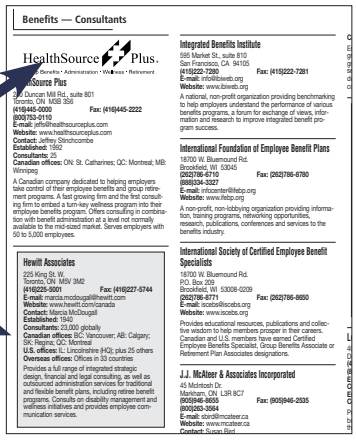
Print upgrades:

Print upgrades available for the HR Vendors Guide 2015 print edition:

- Logo ($225 per category)
- Highlight ($153 per category)

Choose from 20 categories
Additional categories at $50 per category*.

*Logos and highlights purchased separately.



Spend some quality time hanging out with your prospects

- HR managers across the country enjoy the fun and convenience of having the HR Wall Calendar over their desks all year long. Your ad will keep your name in front of them continuously for an entire month – or months.

- The calendar is distributed to the entire circulation (11,000+), along with special mailings to 5,000 more qualified buyers of HR products and services, including distribution at the annual HRPA conference.

- Pick your advertising space in the month that you will be promoting a new product or service, promoting a conference or seminar series, or doing a special marketing blitz to attract new customers.

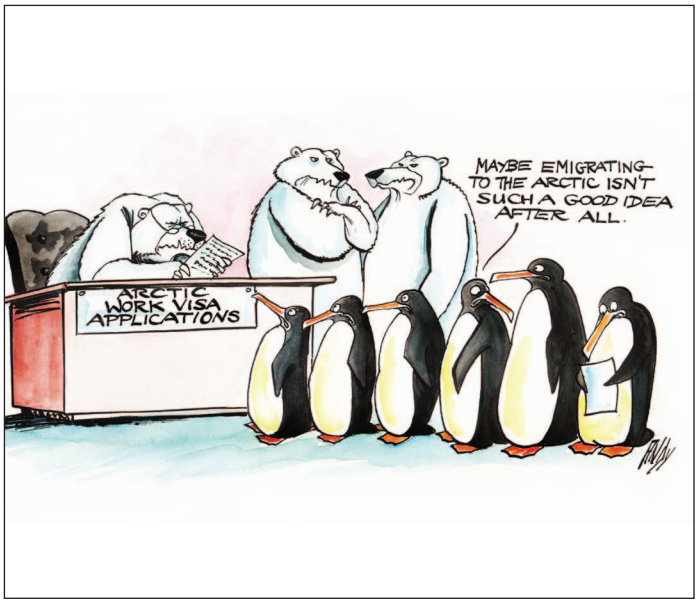
Advertising space close: Oct. 14, 2014
(Limited space available)

Material deadline: Oct. 20, 2014

The samples above are from our 2013 HR Wall Calendar

2015 HR WALL CALENDAR

Sample calendar page (actual size when opened: 10 3/4"w x 16 3/4"h)



Vertical banner ad position
3 1/4 x 7 7/8
$2,330

Premium banner 3 (3 squares)
4 1/8 x 1 1/8 • $674

November 2015 • www.hrreporter.com

Banner 6
(6 squares)
8 1/4 x 1 1/8 • $1,012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

One Square
1 3/8 x 1 1/8
$299

Banner 2
(2 squares)
2 3/4 x 1 1/8
$395

Banner 5
(5 squares)
6 7/8 x 1 1/8
$899

Banner 3
(3 squares)
4 1/8 x 1 1/8
$586

Banner 4
(4 squares)
5 1/2 x 1 1/8
$768

Full banner
(7 squares)
10 1/4 x 1 1/8
$1,165

Square and banner ads will be placed in vacant spaces before and after calendar dates.

Note: HST not included. Rates are in gross Canadian Dollars.

Explore this exciting and interactive platform to share your business expertise with your prospects and clients...and gain exposure for your brand, product, expertise or business!

Webinars are an interactive and innovative way to generate leads and engage with current and prospective clients. These online events offer many advantages over traditional media formats:

- Webinars provide cost-effective opportunities to promote products and services to a relevant target audience in a controlled environment.
- Extremely effective method of content marketing — communicating with customers and prospects to inspire loyalty and deliver important and helpful information.

While webinars offer a multitude of advantages to marketers, they can be difficult to successfully promote and manage. Many companies find the technology challenging and expensive, and don't have access to an extensive enough database to procure a large audience.

That's where Canadian HR Reporter comes in.

First-class turnkey webinar solutions

Carswell Professional Development Centre makes it easy, managing your program from start to finish with full organizational and complete technical support.

- **A complete solution to ensure success** Canadian HR Reporter takes care of marketing, promotion, registration, technology and support, plus a web coordinator to assist the presenter and a moderator to field questions.
- **Backed up by a full promotional program for exceptional results** Our extensive database delivers the wide range of prospects to ensure the success of your webinar, including contact details for after-event follow-up.
- **Maximizing potential for continued exposure** Webinars can be archived for future viewing by those who could not attend the live event — a great added value for your clients and prospects!

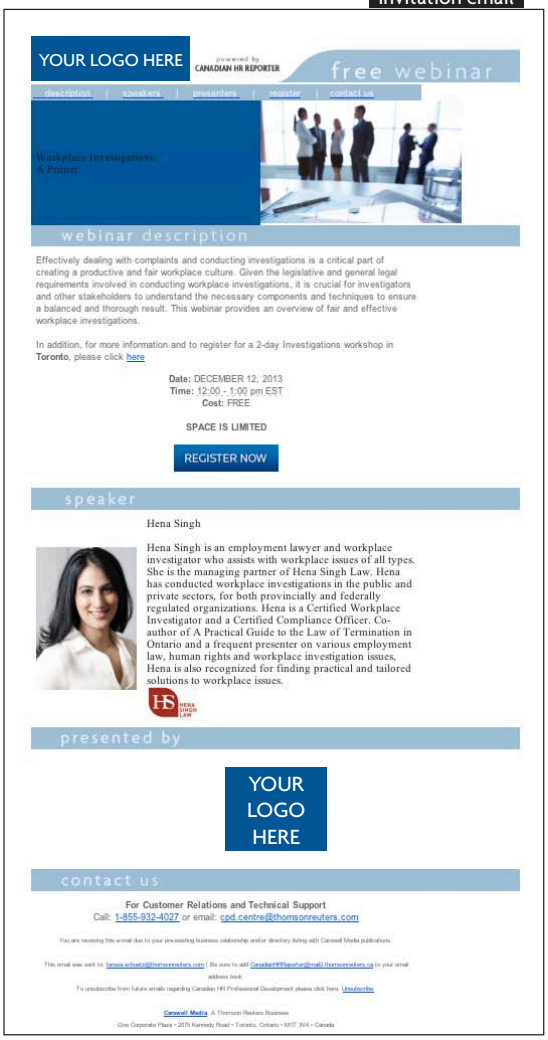
Your business supplies the content and presents or hosts the webinar — and we do the rest.

The Carswell Professional Development Centre

A web portal designed to facilitate registration of potential delegates, serving as a marketing tool and a live e-commerce gateway. Includes:

- Account creation
- Welcome messages (Confirmation email and event reminder notifications containing direct link to webinar)
- Invitation and Reminder emails promoting event
- Thank you email with a link to the presentation slides
- Search functionality
- Ecommerce (for paid Webinars only)
- Branded web page
- Customer/technical support
- Full registrant list
- Course certificate issued to attendees

invitation email



WEBINARS

2014 CANADIAN HR REPORTER WEBINAR PACKAGES

GOLD LEVEL: $13,000

TOTAL VALUE: $26,740

PROMOTIONAL

- Skyscraper run-of-site hrreporter.com (one month - $1,950)
- Invitation Email Blast (12k contacts) ($3,100)
- Invitation Reminder Email Blast (12k contacts) ($3,100)
- Leaderboard or Skyscraper in four editions of Canadian HR Newswire (4 @ $980 = $3,920)
- Featured spotlight in two editions of Canadian HR Newswire (2 @ $1,000 = $2,000)
- Creation of a web page on hrreporter.com
- Print advertising (full page ad - $4,670)

VALUE: $18,740

DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event Registration
- 60 min session including Q & A
- Live Moderator
- Power Point Presentation Integration
- File Share Options
- Chat Modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for Host and Presenter
- Pre-recorded video clip (MP4 or F4V format) integration into presentation

VALUE: $3,500

VALUE ADD

- Live video feed option
- 3-5 Adobe Connect Polling Questions
- 1-6 customized survey questions as part of registration
- Full registrant list provided within 48 hrs
- Post email to all registrants containing time-limited link to recording of event
- Direct post-event queries and leads to sponsor in archived period
- Event archived for one year(full registrant list at end of term)

VALUE: $4,500

SILVER LEVEL: $9,900

TOTAL VALUE: $22,321

PROMOTIONAL

- Skyscraper run-of-site hrreporter.com (one month - $1,950)
- Invitation Email Blast (12k contacts) ($3,100)
- Invitation Reminder Email Blast (12k contacts) ($3,100)
- Banner in three editions of Canadian HR Newswire (3 @ $775 = $2,325)
- Featured spotlight in two editions of Canadian HR Newswire (2 @ $1,000 = $2,000)
- Creation of a web page on hrreporter.com
- Print advertsing (1/4 page Square ad - $2,846)

VALUE: $15,321

DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event Registration
- 60 min session including Q & A
- Live Moderator
- Power Point Presentation Integration
- File Share Options
- Audio Integration
- Chat Modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for Host and Presenter
- Pre-recorded video clip (MP4 or F4V format) integration into presentation

VALUE: $3,500

VALUE ADD

- Live video feed option
- 2-3 Adobe Connect Polling Questions
- 1-4 customized survey questions as part of registration
- Full registrant list provided within 48 hrs
- Post email to all registrants containing time-limited link to recording of event
- Direct post-event queries and leads to sponsor in archived period
- Event archived for six months (full registrant list at end of term)

VALUE: $3,500

BRONZE LEVEL: $8,000

TOTAL VALUE: $16,024

PROMOTIONAL

- Vertical run-of-site hrreporter.com (one month - $1,184)
- Invitation Email Blast (12k contacts) ($3,100)
- Invitation Reminder Email Blast (12k contacts) ($3,100)
- Square in two editions of Canadian HR Newswire (2 @ $570 = $1,140)
- Featured spotlight in two editions of Canadian HR Newswire (2 @ $1,000 = $2,000)
- Creation of a web page on hrreporter.com

VALUE: $10,524

DELIVERY

- Creation of a branded web page on cpdcentre.ca
- Event Registration
- 60 min session including Q & A
- Live Moderator
- Power Point Presentation Integration
- File Share Options
- Audio Integration
- Chat Modules
- Branding throughout webinar content
- Pre-webinar connectivity test for remote presenters
- VOIP
- Multiple presenter capability
- Private chat area for Host and Presenter

VALUE: $3,000

VALUE ADD

- 1-2 customized survey questions as part of registration
- Full registrant list provided within 48 hrs
- Post email to all registrants containing time-limited link to recording of event
- Direct post-event queries and leads to sponsor in archived period
- Event archived for three months (full registrant list at end of term)

VALUE: $2,500

Terms and conditions

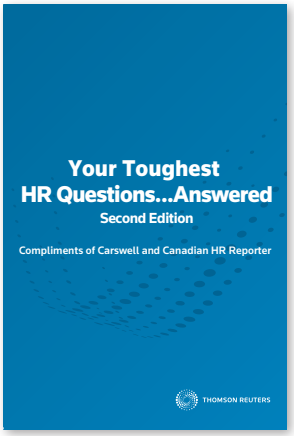
- Webinar length up to 60 minutes including 15 minutes Q & A
- 1 webinar per day
- All marketing materials due 2 weeks prior to first promotion
- PowerPoint slides due 1 week prior to event
- max 1 eblast /day per target market segment
- Webinar Attendance Limit of 500 seats

Contact our Account Executives at
416-649-8841 | CarswellMedia.Sales@thomsonreuters.com
Thomson Reuters Canada Ltd.

Put your expertise in front of *Canadian HR Reporter* readers with inclusion in "Your Toughest HR Questions...Answered."

Readers' HR questions are answered every issue in the Insight section of *Canadian HR Reporter*, featured in an issue of *Canadian HR Newswire* and compiled annually into an 80-page booklet with a distribution of 14,000 along with your full-page ad.

Answers are 1,000 words long, providing advertisers an opportunity to showcase their subject matter expertise.



DISTRIBUTION

14,000 copies of booklet:

- 11,000 copies polybagged with the Dec. 1, 2014 issue of *Canadian HR Reporter*
- 2,500 copies at the Human Resources Professionals Association conference in Toronto, January 2015
- 500 copies at the Human Resources Institute of Alberta conference in Edmonton, April 2015

Dealing with a star performer who's a jerk

Question: One of our most brilliant managers is also a little abrasive — a jerk, for lack of a better term. He does a great job and gets results, but runs roughshod over people in the process and doesn't really care what other people think. What are some tactics for managing this type of star performer?

Sharone Bar-David
TOUGHEST HR QUESTION

Answer: Let's call a spade a spade. The only reason this manager is free to behave in an abrasive fashion is because he is allowed, enabled and possibly even incentivized to do so. Had someone in the organization set clear boundaries and held this person accountable long ago, things would never have reached this point.

Contrary to popular myths, abrasive leaders are neither "jerks" nor evil. They are humans trying to do their best in a world they perceive as exceedingly perilous, where they believe their competence and good standing are threatened daily by people who are incapable or unmotivated, people who slow them down and prevent them from achieving their objectives. When they sense such threats, their anxiety skyrockets and with it comes the impulse to self-defend through some form of attack.

If someone submits a poorly edited report or is slow to learn a new system, these "jerks" perceive their goals or competence to be at risk. They deal with this anxiety by lashing out, making a belittling comment or contemptuous facial expression, or engaging in excessive micromanaging, to name a few common reactions.

I often hear "They are bullies," "They ought to know better" or "This person causes suffering, knowingly and intentionally."

But my experience working with abrasive leaders in a coaching capacity has taught me that oftentimes they are utterly unaware of their use of certain problematic phrases or their own problematic behaviours. And even if they are aware that they are using these words or facial expressions, they truly cannot see how their behaviour can be perceived as threatening or debilitating. In short, they suffer from significant blind spot issues.

So what should an organization do if it wants to retain this manager while eliminating the problematic behaviours? Try the following steps (none that while the strategies below are manager-focused, they are also effective for non-managers):

Acknowledge organizational blind spots. Much like the abrasive leader, the organization has blind spots and an ailetics that lead it to take no action or the wrong action.

My experience working with abrasive leaders has taught me that oftentimes... they truly cannot see how their behaviour can be perceived as threatening.

The most common organizational blind spot is expressed right in the reader's question: "He does a great job and gets results." Well, is that really true? He may achieve results but let's look at the (not so hidden) collateral damage. When people feel they are "run roughshod," fear, worry and anger affect their ability to concentrate and perform at their best. They make mistakes, they lower their commitment to the organization that fails to protect them and instead of working, they spend hours commiserating with colleagues. They engage in under-the-radar sabotage. They play it safe to avoid ridicule.

Add to that sick leaves, transfers, workarounds, departures of good people, complaints, HR and management time spent on dealing with all the above, and exposure to legal risks — and the notion of "He does a great job" becomes highly dubious. It might be worthwhile to quantify these costs before moving forward.

Confront organizational fears. Organizational decision-makers are afraid of confrontation so they bury their heads in the sand. Or they're afraid of losing their star performer so they have "frank discussions" that fail to set clear boundaries and consequences. The organization needs to acknowledge its fears and move beyond them.

Set clear boundaries. Initiate a focused discussion (or discussions) with the abrasive leader over a predefined and short period of time, in order to:

•Remove the blinders. The abrasive leader needs to understand how his behaviour affects others, the work environment and the brand itself. Describe the problem behaviours in a precise fashion, the concrete impact they are having and the risks these behaviours pose. Remember that the manager may not be aware of either his behaviour or its impact.

•Set clear parameters. Make it crystal clear the abrasive behaviour must stop.

•Outline the consequences of not changing. The person needs to grasp that his job is on the line. Without this clarity, sustainable change is less likely to happen.

•Obtain commitment. The manager needs to agree to change. If he does not commit, then the organization will need to make some tough choices.

•Follow up. Support the manager through the change in whatever way is necessary, including close involvement by the abrasive manager's own manager in the form of regular and frequent monitoring of progress, support and guidance.

If done well, this path should solve the problem. However, sometimes the abrasive behaviours are too deeply ingrained, possibly learned in childhood or early on in the person's career. In such cases, a referral to specialized coaching can be most helpful.

Sharone Bar-David is the Toronto-based president of Bar-David Consulting, a firm dedicated to creating civil work environments and coaching abrasive leaders. She can be reached at info@sharonebardavid.com.

Plus:

- The Answer printed in an edition of *Canadian HR Reporter* with 11,000 copies distributed nationally
- Link to The Answer in an edition of the *Canadian HR Newswire* emailed to 12,000 recipients

VIDEO OPTION

Your Toughest HR Questions...Answered Video allows experts to additionally address the question in a two-minute video, produced by *Canadian HR Reporter*, and posted on **www.hrreporter.com** and featured for one-month, and archived for up-to one year, as well as being made available to the advertiser to post on your own web site. Also promoted as a featured video link in the *Canadian HR Newswire*.

PRICING

$5,000 (1,000 word article in *Canadian HR Reporter*, 1,000 word article in booklet, full-page ad in booklet, link to article in *Canadian HR Newswire*).

- Inside front or inside back: additional $1,250
- Back cover: additional $2,000
- Video with *Canadian HR Newswire* and web promotion add-on: $2,500

Ad space close: Oct. 1, 2014

Materials deadline: Oct. 8, 2014

PRINT AD SPECIFICATIONS:

- Full page trim: 6 x 9"
- Full page with bleed: 6.25 x 9.25"
- Image area: 5 x 8"

CHRR'S NEWSLETTER GROUP

CHRR's subscription-based Newsletter Group offers unique opportunities to advertise to specific HR verticals.

Canadian Employment Law Today

www.employmentlawtoday.com

CANADIAN
Employment Law Today
PUBLISHED BY CANADIAN HR REPORTER
www.employmentlawtoday.com
CURRENT NEWS AND PRACTICAL ADVICE FOR EMPLOYERS
SEPTEMBER 4, 2013

Termination for threats, unsafe driving upheld
Antisocial worker claimed his actions were misconstrued but city's concern for safety were real

BY JEFFREY R. SMITH

In This Issue
ASK AN EXPERT: Employee refuses to take vacation • What constitutes overtime? 2
CASES AND TRENDS: Don't fear administrative leave 3
CASE IN POINT: Years of service outweigh employee's serious threat 4
OPINION: $40,000 discrimination award overturned 7
YOU MAKE THE CALL: New policy rules safety co-chair the wrong way 12

Alberta company fined $100,000 after non-fatal accident

Published bi-weekly, print and e-newsletter. More than 13,000 monthly website page views and 6,000 unique visitors.

Full page full colour $1099

Full page b/w $849

1/2 page full colour $700

1/2 page b/w $550

1 page insert $899

E-newsletter and website: leaderboard and big box $665

Canadian Safety Reporter

www.safety-reporter.com

CANADIAN
SAFETY REPORTER
PUBLISHED BY CANADIAN HR REPORTER
www.labour-reporter.com
THE WORKPLACE SAFETY SOURCE FOR OHS MANAGERS AND HR PROFESSIONALS
AUGUST 2013

Whole body vibration concern for workers
Accommodating workers faced with constant vibration can be difficult: Expert

BY ZACHARY PEDERSEN

IN THIS ISSUE

Supreme Court strikes down random alcohol testing policy

BY KATHRYN BIRD

Published monthly, print and e-newsletter. More than 4,000 monthly website page views and 1,600 unique visitors.

Full page full colour $875

Full page b/w $625

1/2 page full colour $500

1/2 page b/w $300

1 page insert $649

E-newsletter and website: leaderboard and big box $390

Canadian Labour Reporter

www.labour-reporter.com

CANADIAN
LABOUR REPORTER
PUBLISHED BY CANADIAN HR REPORTER
www.labour-reporter.com
JULY 8, 2013

Government issues last offer vote for border guards
Move a 'risky negotiation tactic,' says lawyer

BY AMANDA ELLIOTT

IN THIS ISSUE

"We kept saying the only thing we want is to go back and negotiate in good faith in a bargaining environment."

Published weekly, print and e-newsletter. More than 8,000 monthly website page views and 4,000 unique visitors.

Full page full colour $875

Full page b/w $625

1/2 page full colour $500

1/2 page b/w $300

1 page insert $649

E-newsletter and website: leaderboard and big box $290

Canadian Payroll Reporter

www.payroll-reporter.com

CANADIAN
PAYROLL REPORTER
PUBLISHED BY CANADIAN HR REPORTER
www.payroll-reporter.com
THE COMPLIANCE AND STRATEGY SOURCE FOR PAYROLL AND HR PROFESSIONALS
AUGUST 2013

Payroll professional strikes designation gold
Losing her job as an administrative assistant was a blessing in disguise for Charlene Stoddard

BY ZACHARY PEDERSEN

IN THIS ISSUE

Payroll, HR on the go
HR's reach expands with greater options for employees using mobile devices

BY SARAH DOBSON

Published monthly print and e-newsletter. 3,000 monthly website page views and 1,400 unique visitors.

Full page full colour $875

Full page b/w $625

1/2 page full colour $500

1/2 page b/w $300

1 page insert $649

E-newsletter and website: leaderboard and big box $290

PRINT AD SIZES

FULL PAGE 7 1/4"w X 10 1/8"h **1/2 PAGE** 7 1/4"w X 5"h

For complete ad specs, please see page 22

PRINT MATERIAL SPECIFICATIONS

***Canadian HR Reporter* and HR Vendors Guide are printed on a cold web offset press using 50lb uncoated book stock. HR Wall Calendar and Executive Series Digest are printed on a heatset web press using glossy stock.**

- Due to ongoing advancements in technology, material specs are subject to change. Please contact our advertising co-ordinator for up-to-date specs.
  - Format: PDF/X-1a files are preferred (2400 dpi, all fonts embedded, no RGB). Photoshop and Illustrator files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines. We do not accept ads created in Microsoft Office/Publisher or Corel Draw.
  - Colour: Process colour must be CMYK. No RGB colours.
  - Text: Reversed text and colour text must be no smaller than 10 point.
  - Border: Partial ads need a minimum 0.5 pt border.
- We cannot accept responsibility for output if a high quality contract proof (ie. Epson, Fuji) is not supplied.
- Ensure that the print .pdfs for all ads are PDF/X-1a compatible, flattened without transparencies and without any RGB or Spot colours. Ads smaller than a full page ad do not require crop marks or any bleed.

Send Material

- E-mail: To Pamela Menezes at **pamela.menezes@thomsonreuters.com** and
- FTP: Please contact Pamela Menezes for access details. Please be sure to zip or stuff your file before sending.
- Courier: Pamela Menezes, *Canadian HR Reporter*, Thomson Reuters Canada Limited
  One Corporate Plaza, 2075 Kennedy Rd., 11th floor, Toronto, ON M1T 3V4

Contact Us

If you have any questions, or need assistance, please contact:
Pamela Menezes, Production Co-ordinator @ (416) 649-9298 Fax: (416) 298-5031

ONLINE & INSERT SPECIFICATIONS

E-newsletter material specifications

•**File size**: 50K maximum (except e-exclusives - 200K maximum)

•**File format**: GIF, animated .GIF, JPG, or PNG. (**Please note**: we cannot accept flash ads for e-newsletters. **Also note**: Animated GIFs do not rotate on all email systems so please ensure that the first frame of your animated GIF has a message.)
Please ensure ads without background colour have a keyline.

•**Send to**: Forward ad material and URL directly to pamela.menezes@thomsonreuters.com/ 416-649-9298

Website material specifications

•**File size**: 50K maximum

•**File format**: GIF, animated GIF, JPG, PNG and SWF (see below for flash specs) Please ensure ads without background colour have a keyline.

•**Send to**: Forward ad material and URL directly to pamela.menezes@thomsonreuters.com / 416-649-9298

Specs for Flash Ads:

If you need us to track clickthroughs on your ad, please **embed our tracking link** in the flash movie (.fla file) before creating the flash ad (.swf) and ensure the link opens in a new browser window. Please contact Pamela Menezes for the tracking link as it is unique for each ad placement.

Note: Our email server **blocks .swf attachments**. Please contact Pamela Menezes for ftp site information.