RATES & DATA

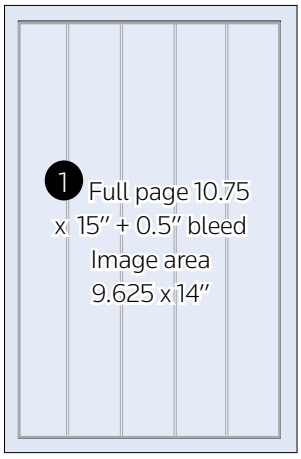
2015 Display Advertising Rates — 4 colour

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

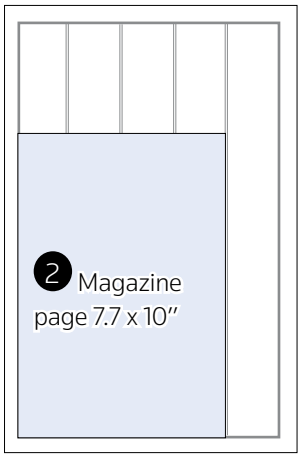
Ad size	1x	4x	8x	12x	18x	21x
Full page	$4810	$4625	$4250	$3785	$3680	$3495
Magazine page	$3680	$3555	$3290	$3030	$2895	$2765
1/2 page	$2930	$2835	$2650	$2465	$2365	$2275
1/4 page	$1910	$1840	$1700	$1560	$1495	$1425
1/8 page	$1235	$1205	$1130	$1060	$1025	$990
Outside back cover	$5940	$5695	$5205	$4720	$4470	$4225
Front Page Earlugs	$1650	—	—	$1340	—	$1060
Front Page Footerstrip	$3195	—	—	$2680	—	$2120
Cover Teaser	$1000	—	—	—	—	—
Business card* (Black & White)	$270	$230	$195	$145	$125	$110
Wrap outside front	$7210	$6180	$5150	—	—	—
Wrap inside front	$4120	$3090	$2575	—	—	—
Wrap outside/inside back	$3605	$2575	$2060	—	—	—

* 10% discount on black and white ads.

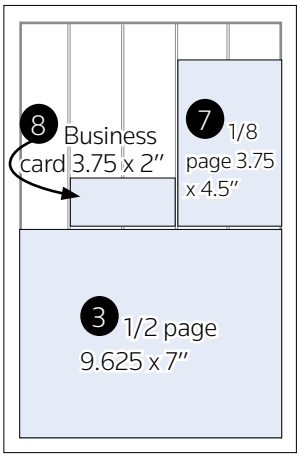
Full page



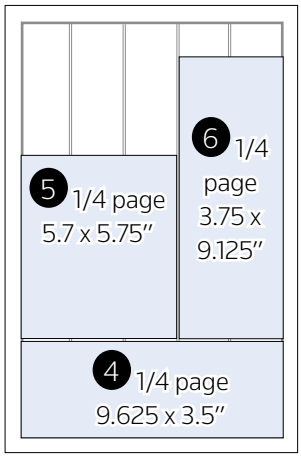
Magazine page



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

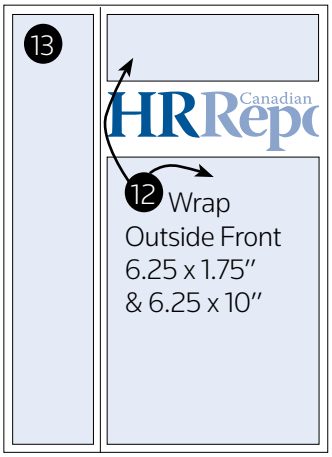


1/4 page

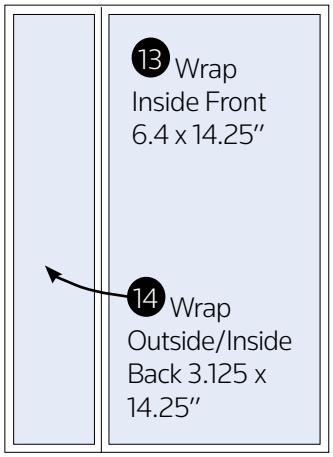


Cover Ads

Wrap Outside



Wrap Inside



NEW for 2015! Draw more attention to your advertisement with a "cover teaser" – a special box on the bottom right of the cover featuring your logo and instructions to turn to the page featuring your ad for more information. Only 1 spot available per issue!

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 Cover Teaser	
⓬ 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
⓭ Wrap Inside Front	6.4 x 14.25
— Bleed Option	7.25 x 15 + 0.5" bleed
⓮ Wrap Outside/Inside Back	3.125 x 14.25
— Bleed Option	3.75 x 15+ 0.5" bleed

RATES & DATA

Inserts

Distribution: National
Inserts required: 10,500 approximately
Weight/size: Up to 25 grams (Heavier inserts must be priced separately)
To fit into tabloid size of CHRR

TYPE	RATE
Blow-in	$4225
Polybagged on front	$4635

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.

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

Key Data for Canadian HR Reporter

Rate Card #28
Effective January 1, 2015

Published by: Carswell, a division of Thomson Reuters Canada Limited
One Corporate Plaza
2075 Kennedy Rd.
Toronto, Ontario
M1T 3V4
Tel: (416) 298-5141
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Personnel:

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Account Executive: Kathy Liotta
Office (416) 649-9920
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Email kathy.liotta@thomsonreuters.com

Production Coordinator: Pamela Menezes
Office (416) 649-9298
Email pamela.menezes@thomsonreuters.com

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

Frequency: 21 times per year.

Circulation: 10,500.

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 21 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%.

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).