

Your direct connection to Canada's employers

HR CANADIAN Reporter

THE NATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT

www.hrreporter.com

Published by Thomson Reuters Canada Ltd.

2010

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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 daily news postings, recent issues and an archive featuring thousands of articles.

About CHRR

National biweekly journal of HR management

- More than **33,000** readers look forward to CHRR's widely respected in-depth coverage and provocative editorial commentary every two weeks.
- More than **60%** of subscribers hold management positions as vice-presidents, directors and managers of HR.
- More than **95%** of readers rated CHRR as excellent or very good. And over 88% said "it is a good and efficient way of staying informed about HR issues and solutions."
- More than **70%** of subscribers are either decision-makers or key influencers when their organizations purchase HR-related products or services.
- If it's important for you to reach Canada's employers, *isn't this where you want to invest your advertising dollars?*

Note: Results are from a Spring, 2006 survey of readers conducted by CHRR.

MANITOBA BOOSTS PROTECTION FOR FOREIGN WORKERS
New recruitment legislation requires registration, licensing

DB PLANS ENDANGERED
Number of workers covered by DB plans plunges 30 per cent in five years as costs soar

SENIOR HR DESIGNATION UNVEILED
Ontario, Saskatchewan, Nova Scotia and P.E.I. launch SHRP

HEALTH-CARE COSTS MAINTAIN DRAMATIC RISE
Employers focus on wellness strategies to combat trends

FLU INFO
Pg. 15

FLU INFO
Pg. 5

INSIDE
HRIFA'S NEW EXECUTIVE DIRECTOR
UP IN SMOKE
PULSE SURVEY

EXECUTIVE SERIES: HIGHLIGHTS FROM THE HRPS CONFERENCE / 12

Circulation profile

Canadian HR Reporter biweekly tabloid

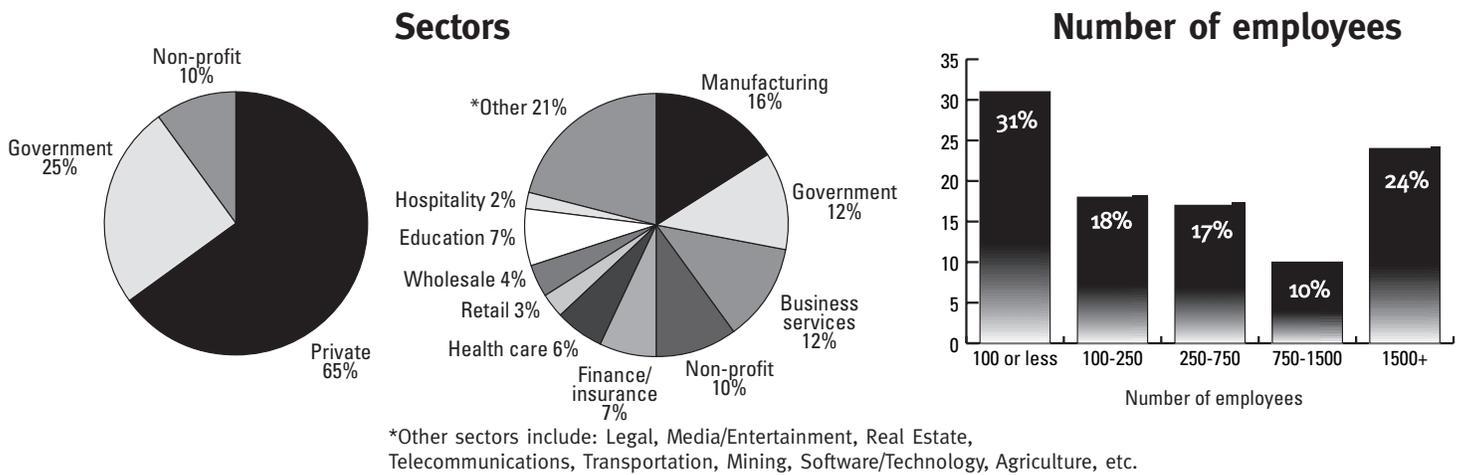
Publication data

- Frequency: biweekly, 22 times a year
- National circulation: 11,000+
- Pass-along readership: approx. 3 per copy
- Readers per issue: 33,000+
- Circulation audit (annual): CCAB

About CHRR subscribers

- 71% are female
- 83% are 35 years+
- 63% are managers, directors, VPs, CEOs, CFOs
- 71% recommend HR-related products/services for purchase
- 64% are directly involved in product/service supplier selection
- 60% work in non-unionized organizations

Organizations our subscribers work for



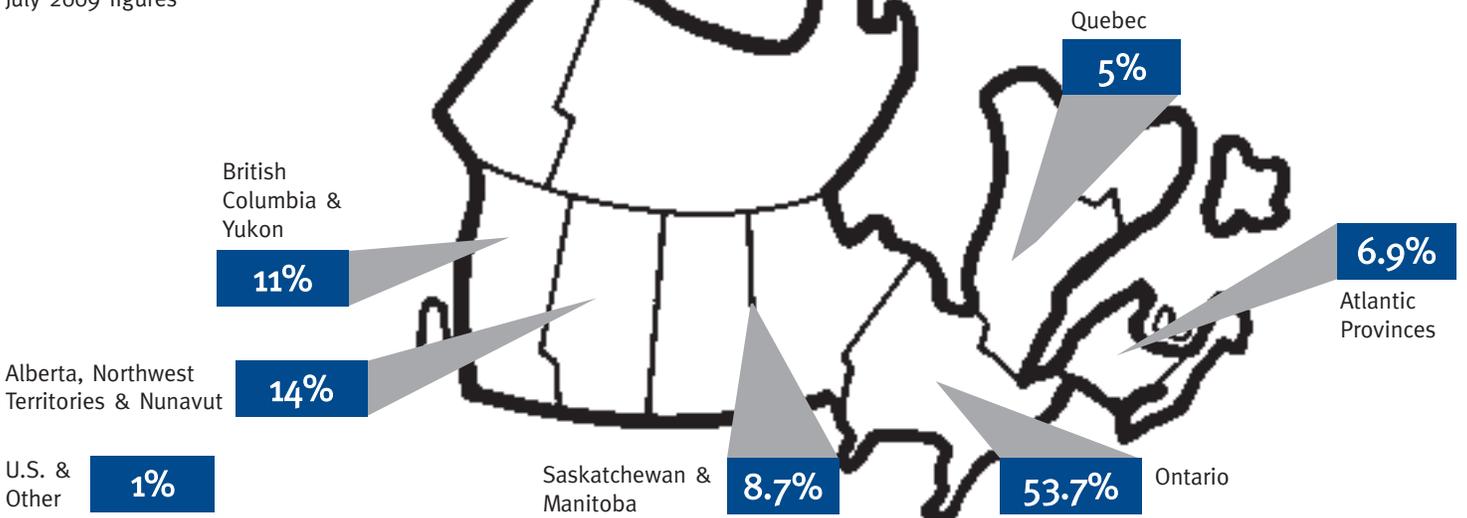
CHRR readers have purchase influence on

- Training programs 74%
- HR consulting 57%
- HR legal compliance 55%
- Benefits programs 55%
- Recognition items 53%
- Software 52%
- Temp staff 51%
- EAP services 44%
- Organization change management 43%
- Office equipment 42%
- Lawyers 39%
- Event planning 38%
- Websites 31%
- Relocation services 18%
- Investment firm providers 14%

The top 5 outsourced HR services are: Employment Law/Legal Advice, EAPs, Pensions, Benefits, Training & Development

Regional distribution

July 2009 figures



Product lineup

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

24 HOURS A DAY www.hrreporter.com offers advertisers nearly 57,000 unique monthly visits, providing over 400,000 impressions.



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

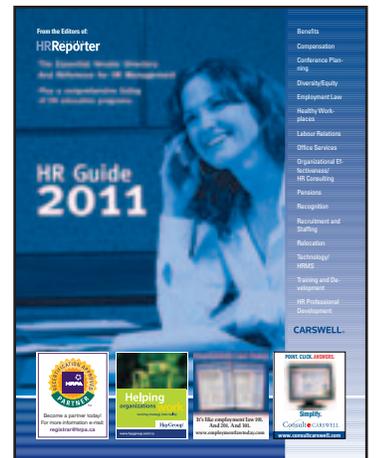
E-newsletter reaches over 3,000 subscribers 22x a year — all delivered to readers' personal e-mail boxes.

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



HR GUIDE 2011 is *Canadian HR Reporter's* classic comprehensive print reference featuring easy-to-use (and share) vendor listings, including a 4-colour glossy section of Canadian employment lawyer profiles.

Ad formats available: space ads, profiles, vendor-listing upgrades



Everything you need to know about payroll

Canadian Payroll Reporter
Payroll is ever-changing! Monthly issues provide in-depth analysis on:
Recent statutes & services
Canada Revenue Agency changes
Court rulings, and more!

Payroll Reporter
Why? Just what you need to know about payroll.

HRReporter
www.hrreporter.com/cpr

CHRR's 2011 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

August 2011 www.hrreporter.com Receive hundreds of HR files online: www.hrreporter.com/books

Get in-depth expert commentary and advice on crucial issues in labour relations with:

CLV SPECIAL REPORTS
www.hrreporter.com/books

Canada's go source for collective agreements & labour trends/
CLV Reports
Call 800-387-5164 www.hrreporter.com/clv

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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	31					

Get hold of your compensation, benefits and pensions!
Canadian Compensation and Benefits Reporter
www.hrreporter.com/ccbr 1-800-387-5164

Executive Series Digest reaches 20,000+ senior-level executives at companies across Canada with 100+ employees. This annual compilation of our popular monthly Executive Series is a must to advertise in.

Ad formats available: space ads, cover positions

EXECUTIVE SERIES DIGEST
Human resources issues for senior executives

The link between success and engaged staff4
Management can't be taught: Misleading8
Toxic workplaces as bad as unsafe ones11
The multi-generational workforce14
Redesign your organization to mobilize talent17
Business lessons from elite athletes20

HRReporter
Published by **Canadian HR Reporter**, Canada's leading human resources journal

Editorial calendar

Biweekly tabloid – listed by category

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

ASSESSMENT:	August 9
BACKGROUND SCREENING:	March 22
BENCHMARKING:	November 1
BENEFITS:	April 19, May 31, September 6, November 1, December 13
CEOs/HR LEADERS TALK:	January 25, May 17, November 15
COMPENSATION:	May 3, June 14, September 20
CONFLICT MANAGEMENT:	March 8, July 12
CORPORATE CULTURE:	February 22
CORPORATE SOCIAL RESPONSIBILITY:	April 19
DISABILITY MANAGEMENT:	January 11
DIVERSITY:	July 12
EAPS:	March 22, August 9
EMPLOYEE CAREER MANAGEMENT:	January 25, June 14
EMPLOYEE COMMUNICATION:	January 11, September 20
EMPLOYEE ENGAGEMENT:	May 3, December 13
EMPLOYEE SURVEYS:	November 29
EMPLOYER BRANDING:	April 19
EMPLOYMENT LAW:	January 11, June 14, August 9
GLOBAL HR:	April 5, July 12, December 13
HR ASSOCIATIONS:	February 22
HR CAREER DEVELOPMENT:	September 6
HR CERTIFICATION:	November 15
HR EDUCATION:	March 8
HR METRICS:	September 20
HEALTH & SAFETY:	March 8, <i>April 19 (expanded section)</i> , October 4
HEALTHY WORKPLACES:	May 31, September 6, December 13
LABOUR RELATIONS:	February 22, August 9, October 18
MANAGING/LEADERSHIP:	February 8, March 8, May 31, September 6
ORGANIZATIONAL EFFECTIVENESS:	March 22
OUTPLACEMENT:	April 5
OUTSOURCING:	January 25, September 20
PAYROLL:	April 19, June 14, <i>September 6 (expanded section)</i> , November 29
PENSIONS:	February 8, May 17, October 4, November 1
PERFORMANCE MANAGEMENT:	January 25, November 15
RECOGNITION (also see Total Rewards):	May 3, October 4, November 29
RECRUITMENT:	February 8, May 31, July 12, October 4
RECRUITMENT & STAFFING:	<i>May 3 (expanded section)</i>
RELOCATION:	May 19, <i>September 20 (expanded section)</i>
SALARY SURVEYS:	October 18
SERVICE AWARDS:	April 5
STAFFING:	February 22, May 17, October 18
TECHNOLOGY:	April 5, October 4, November 1
TOTAL REWARDS (also see Recognition):	August 9
TRAINING & DEVELOPMENT:	February 8, March 22, May 3, October 18, November 29
WESTERN REPORT:	January 25, February 22, March 22, April 19, May 17, June 14, July 12, August 9, September 20, October 18, November 15, December 13
YEAR IN REVIEW:	January 11
FOR AD SPACE CLOSE, MATERIAL DEADLINES	(see detailed Editorial Calendar on pages 6-7)

Editorial calendar

Biweekly tabloid – listed by issue

Issue Date	Advertising Deadlines
January 11 Features: Disability Management, Employee Communication, Employment Law, The Year in Review	Ad space close: Nov. 30 Material deadline: Dec. 3
January 25 Features: Outsourcing, HR Leaders Talk, Performance Management, Employee Career Management Bonus Distribution: <i>Human Resources Professionals Association Annual Conference</i>	Ad space close: Jan. 4 Material deadline: Jan. 4
February 8 Features: Recruitment, Training & Development, Pensions, Managing/Leadership	Ad space close: Jan. 11 Material deadline: Jan. 14
February 22 Features: Corporate Culture, Staffing, HR Associations, Labour Relations	Ad space close: Jan. 25 Material deadline: Jan. 28
March 8 Features: Managing/Leadership, HR Education, Conflict Management, Health & Safety	Ad space close: Feb. 8 Material deadline: Feb. 11
March 22 Features: Training & Development, Background Screening, Organizational Effectiveness, EAPs	Ad space close: Feb. 22 Material deadline: Feb. 25
April 5 Features: Global HR, Technology, Outplacement, Service Awards Advertising Showcase: <i>Canadian Survey Marketplace</i>	Ad space close: Mar. 8 Material deadline: Mar. 11
April 19 Features: Benefits, Payroll, Employer Branding, Corporate Social Responsibility Expanded Section: <i>Health & Safety</i> Bonus Distribution: <i>Health & Safety Canada 2010</i> Bonus Distribution: <i>HR Institute of Alberta's Annual Conference</i>	Ad space close: Mar. 22 Material deadline: Mar. 25
May 3 Features: Compensation, Recognition, Employee Engagement, Training & Development Expanded Section: <i>Recruitment & Staffing</i> Bonus Distribution: <i>B.C. Human Resources Management Association Annual Conference</i> Bonus Distribution: <i>Association of Canadian Search, Employment & Staffing Services Annual Conference</i>	Ad space close: Apr. 5 Material deadline: Apr. 8
May 17 Features: Staffing, Pensions, Relocation, CEOs Talk	Ad space close: Apr. 19 Material deadline: Apr. 22
May 31 Features: Healthy Workplaces, Recruitment, Benefits, Managing/Leadership Bonus Distribution: <i>International Personnel Management Conference</i>	Ad space close: May 3 Material deadline: May 6

Editorial calendar

Biweekly tabloid – listed by issue

Issue Date	Advertising Deadlines
<p>June 14 Features: Compensation, Employee Career Management, Technology/Payroll, Employment Law Bonus Distribution: <i>Canadian Payroll Association Annual Conference</i></p>	<p>Ad space close: May 17 Material deadline: May 20</p>
<p>July 12 Features: Conflict Management, Diversity, Recruitment, Global HR</p>	<p>Ad space close: June 14 Material deadline: June 17</p>
<p>August 9 Features: Assessment, Labour Relations, EAPs, Employment Law Expanded Section: <i>Total Rewards</i></p>	<p>Ad space close: July 12 Material deadline: July 15</p>
<p>September 6 Features: Managing/Leadership, Benefits, HR Career Development, Healthy Workplaces Expanded Section: <i>Payroll</i> Bonus Distribution: <i>National Payroll Week Conference</i></p>	<p>Ad space close: Aug. 9 Material deadline: Aug. 12</p>
<p>September 20 Features: Compensation, Outsourcing, HR Metrics, Employee Communication Expanded Section: <i>Relocation</i> Advertising Showcase: <i>Canadian Survey Marketplace</i> Bonus Distribution: <i>Canadian Employee Relocation Council Conference</i></p>	<p>Ad space close: Aug. 23 Material deadline: Aug. 26</p>
<p>October 4 Features: Recruitment, Pensions, Health & Safety, Technology Expanded Section: <i>Recognition</i> Bonus Distribution: <i>Saskatchewan Association of Human Resource Professionals Conference</i> Bonus Distribution: <i>Health, Work & Wellness 2010</i> Bonus Distribution: <i>Human Resource Management Association of Manitoba Annual Conference</i></p>	<p>Ad space close: Sept. 7 Material deadline: Sept. 9</p>
<p>October 18 Features: Staffing, Salary Surveys, Labour Relations, Training & Development Bonus Distribution: <i>Canadian Society for Training & Development Conference</i></p>	<p>Ad space close: Sept. 20 Material deadline: Sept. 23</p>
<p>November 1 Features: Benefits, Pensions, Technology, Benchmarking</p>	<p>Ad space close: Oct. 4 Material deadline: Oct. 9</p>
<p>November 15 Features: HR Certification, HR Leaders Talk, Performance Management, Recruitment & Staffing</p>	<p>Ad space close: Oct. 18 Material deadline: Oct. 21</p>
<p>November 29 Features: Payroll, Training & Development, Recognition, Employee Surveys Advertising Special: <i>2 for 1 advertising special *</i></p>	<p>Ad space close: Nov. 1 Material deadline: Nov. 4</p>
<p>December 13 Features: Healthy Workplaces, Benefits, Global HR, Employee Engagement</p>	<p>Ad space close: Nov. 15 Material deadline: Nov. 18</p>

**2 for 1 opportunity — Advertise (display ads only) in this issue and run the same ad in the December 13 issue at NO CHARGE.*

Biweekly tabloid: Print ads

Rates & data

2010 display advertising rates

(GST not included. Rates are in gross, Canadian dollars.)

Ad size	1x	4x	8x	12x	18x	22x
Full page	3276	3113	2786	2458	2294	2130
Magazine page	2294	2181	1951	1720	1606	1493
1/2 page	1639	1556	1394	1230	1147	1066
1/4 page	1205	1145	1025	903	845	784
1/8 page	620	590	527	466	435	403
Outside back cover	4260	4047	3621	3195	2980	2770
Earlugs (minimum of 8)	—	—	802	723	—	599
Business card*	230	205	175	130	110	99
Non-standard line rate	\$4.93	4.69	4.21	3.72	3.46	3.20

Colour Process & PMS add:

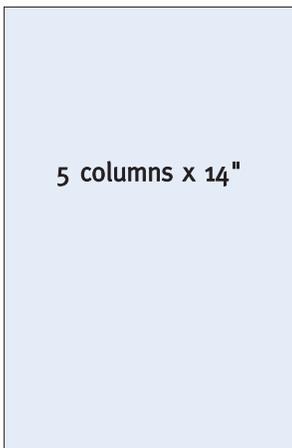
1-colour - \$439

2-colour - \$715

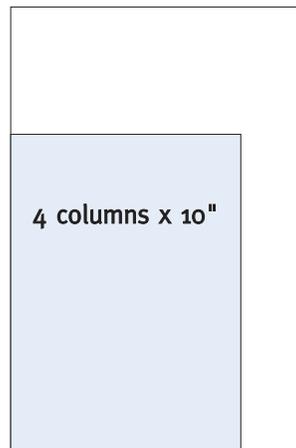
4-colour - \$989

* Business card ads are non-commissionable.

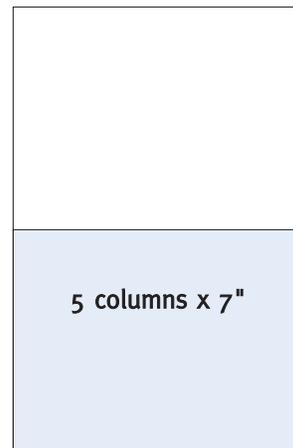
We can not process duotone material or reproduce metallic colours.



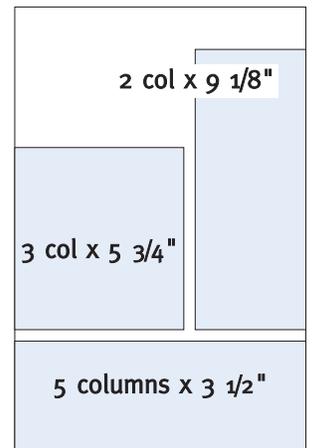
Full page



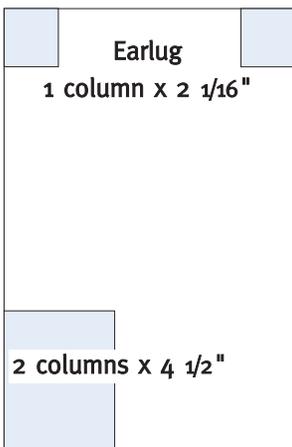
Magazine page



1/2 page



1/4 page



1/8 page

Size requirements:

	width x depth in inches	columns wide x inches deep	Column widths in inches
* Full page (bleed size)	11 x 15 1/4"		1 column 1 3/4"
Full page (image area)	9 1/2 x 14"	5 col x 14"	2 columns 3 11/16"
Magazine page	7 9/16 x 10"	4 col x 10"	3 columns 5 5/8"
1/2 page (horizontal)	9 1/2 x 7"	5 col x 7"	4 columns 7 9/16"
1/4 page (horizontal)	9 1/2 x 3 1/2"	5 col x 3 1/2"	5 columns 9 1/2"
1/4 page (3 columns)	5 5/8 x 5 3/4"	3 col x 5 3/4"	
1/4 page (2 columns)	3 11/16 x 9 1/8"	2 col x 9 1/8"	
1/8 page (vertical)	3 11/16 x 4 1/2"	2 col x 4 1/2"	
Business card	3 1/2 x 2"		
Earlug	1 11/16 x 2 1/16"		

* Note: Bleeds only apply to full page ads. (Trim size of publication is 10 3/4 x 15".)

Biweekly tabloid: 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	\$3249
Polybagged on front	\$3600
Polybagged on back	\$3440
Letter accompanying insert	\$500 extra

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
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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.

•GST is not included. Rates are in gross Canadian Dollars.

Key Data for Canadian HR Reporter

Rate Card #23
Effective January 1, 2010

Published by: Carswell, a division of Thomson Reuters Canada Limited
 One Corporate Plaza
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 Toronto, Ontario
 M1T 3V4
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 Fax: (416) 298-5031

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Advertising Sales Assistant — Pamela Menezes
 (416) 298-5141 ext. 2017 — 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).

Western Report

Reach senior-level HR and business professionals in Western Canada

Western Report is a special centre spread feature that appears monthly in *Canadian HR Reporter*. It's designed to give readers in Manitoba, Saskatchewan, Alberta and British Columbia local stories that focus on topics relevant to them.

The *Western Report* is also available in our e-newsletter to subscribers in western Canada.

Circulation: 3,500 Print; 1,200 E-newsletter



Book advertising in the print AND e-newsletter versions of *Western Report* and receive a 10% package discount (over and above any frequency discounts).

January 25	April 19	July 12	October 18
February 22	May 17	August 9	November 15
March 22	June 14	September 20	December 13

For booking and material deadlines, see editorial calendar on pages 5-7.

Print Advertising (GST not included. Rates are in gross Canadian Dollars. For print ad size details, see page 8.)

(Black & white)	1X	3X	6X	12X
Full page	1310	1245	1114	917
Magazine page	918	872	780	643
Half page	656	623	558	459
Quarter page (3 sizes available)	482	458	410	337
1/8 page	248	236	211	174
Business card	92	87	78	64

Colour charges: Black+1 colour: \$219; Black + 2 colour: \$358; 4 colour: \$495

The following rates include **4 colour** reproduction, and require a **booking minimum of 6x**:

Earlug	—	—	413	359
Front page banner	—	—	667	549

E-newsletter Advertising (GST not included. Rates are in gross Canadian Dollars.)

	1X	3X	6X	12X
Full banner (468 x 60)	156	148	133	109
Vertical banner (120 x 240)	125	119	106	88
Square banner (120 x 120)	86	82	73	60

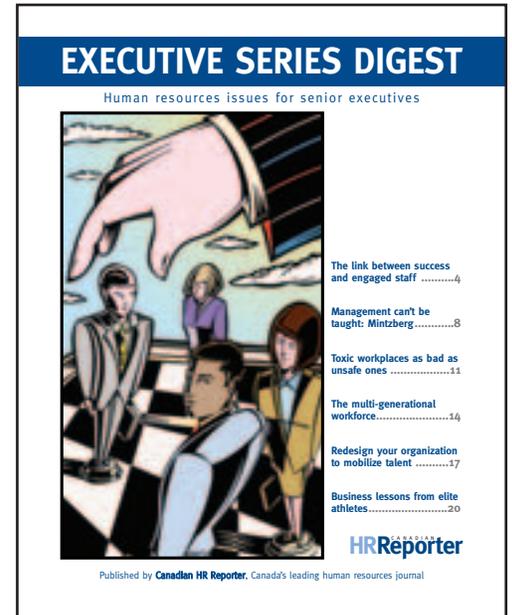
Executive Series Digest

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 compilation of the esteemed Executive Series that takes a strategic, high level look at issues affecting senior HR and business leaders.

The topic of SCN's monthly "Breakfast Seminar Series" is examined, discussed and evaluated by three thought leaders from SCN. Topics could include:

- Employer branding
- Workplace cultures
- Generational differences in recruitment & retention
- Talentship, the new decision science of HR
- Social intelligence
- Networking
- New ideas on developing managers
- Case studies and more.



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

Distribution: 20,000+ senior executives with titles such as Chairman, CEO, CFO, President or Director in companies with 100+ employees

Issue date: November 2010

Booking deadline: September 23

Material deadline: September 30

Note: GST 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"	\$4732
IFC / IBC	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	\$4381
DPS	Exact dimensions are tba			\$5959
Full page	7 1/4" x 9 3/4"	8 1/4" x 10 3/4"	8 3/4" x 11 1/4"	\$3505
Half page	7 1/4" x 4 1/4"			\$1929

2011 HR Wall Calendar

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.
- 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. 4, 2010

(Limited space available)

Material deadline: Oct. 7, 2010



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



Vertical banner ad position
3 3/4 x 7 7/8
\$2090

April	Su	M	Tu	W	Th	F	Sa	June	Su	M	Tu	W	Th	F	Sa
	5	6	7	8	9	10	11		6	7	8	9	10	11	12
	12	13	14	15	16	17	18		13	14	15	16	17	18	19
	19	20	21	22	23	24	25		20	21	22	23	24	25	26
26	27	28	29	30	31		27	28	29	30					

www.hrreporter.com • May 2011 • www.carswellbusiness.com

<p>Banner 6 (6 squares) 8 3/4" x 1 1/8" \$935</p>							<p>Saturday</p> <p>1</p>
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
2	3	4	5	6	7	8	
<p>One square 1 3/8" x 1 1/8" \$275</p>	10	11	12	13	14	15	
<p>Banner 2 (2 squares) 2 3/4" x 1 1/8" \$355</p>		<p>Banner 5 (5 squares) 6 7/8" x 1 1/8" \$825</p>					
<p>Banner 3 (3 squares) 4 1/8" x 1 1/8" \$525</p>			<p>Banner 4 (4 squares) 5 1/2" x 1 1/8" \$689</p>				
<p>Full banner (7 squares) 10 1/4" x 1 1/8" \$1045</p>							

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

Bottom Flap -- Year-Round Exposure

Safe image area: 10 1/4" wide x 1 5/8" high
Trim size: 10 3/4" wide x 1 3/4" high
Bleed size: 11" wide x 1 7/8" — 1/8" will be trimmed off sides and bottom
\$8889

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

HR Guide 2011

Canada's most complete HR vendor directory

Rise above your competition with a display ad in the directory that reaches more qualified decision-makers than any other. HR professionals turn to HR Guide when seeking products and services. Distributed to more than 18,000 HR-related professionals and business owners as well as 2,000 HR graduates across Canada.

HR Guide also includes Canada's Employment Lawyers Directory, as a 4-colour glossy section.

Section headings include:

- Assessments
- Associations
- Background Screening
- Benefits
- Compensation
- Conference Planning
- Diversity/Equity
- Employment 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+ senior executives and 2,000 HR graduates across Canada



Publication date: November 2010
Ad space close: August 27, 2010
Material deadline: September 10, 2010

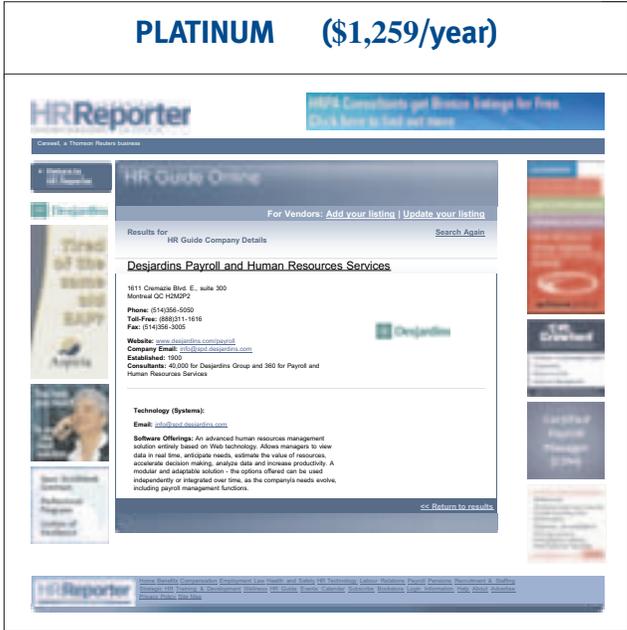
Early Booking Discount Offer! Book by June 30 and receive 25% off ads 1/2 page or larger and 10% off ads 1/3 page or smaller

Display ad rates:	Cost	Size w x h	Column widths
(GST not included. Rates are in gross, Canadian dollars.)			
Outside back cover (includes 4-colour charge)	\$5995	7 1/2 x 10"	1 col. = 2 1/4"
Inside front/back cover (includes 4-colour charge)	\$5794	7 1/2 x 10"	2 col. = 4 5/8"
Section opener positions	\$4391	7 1/4 x 10"	3 col. = 7 1/4"
Full page	\$3992	7 1/4 x 10"	
2/3 page (vertical only)	\$2662	4 5/8 x 9 1/4"	
1/2 page (horizontal only)	\$1998	7 1/4 x 4 5/8"	
1/3 page (horizontal)	\$1333	7 1/4 x 3 1/8"	
1/3 page (vertical) 1 column wide	\$1333	2 1/4 x 9 1/4"	
1/3 page (square)	\$1333	4 5/8 x 4 5/8"	
1/4 page (horizontal)	\$1028	7 1/4 x 2 3/8"	
1/6 page	\$706	2 1/4 x 4 7/8"	
Employment Lawyers Directory Profile (with headshot)	\$595	100 to 150 word profile + headshot	
Employment Lawyers Directory Profile	\$495	100 to 150 word profile	
Discount Coupon (logo and writeup)	\$499	7 1/4 x 2 3/8"	
Business cards	\$468	3 1/2 x 2" or 2 x 3 1/2"	
Line rate	\$9.65 / line		
Colour charges:	1-colour (process/matched) - \$409	4-colour - \$939	

HR 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 (\$1,259/year)



Features:

- A 120x120 pixel online ad (sample at left) on HR 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 Guide 2010 print edition
- 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 - \$629.00

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 Guide 2010 print edition
- Contact name
- Company name (medium bold font)
- Mailing address
- Phone number
- Fax number

Silver: 1 year - \$419.00

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 Guide 2010 print edition
- Contact name
- Company name (bold font)
- Mailing address
- Phone number
- Fax number

Bronze: 1 year - \$299.00

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



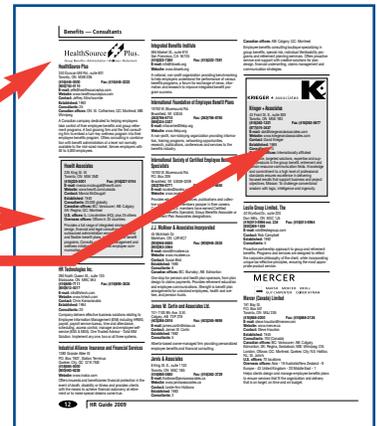
Print upgrades:

Print upgrades available for the HR Guide 2011 print edition:

- Logo (\$199 per category)
- Highlight (\$129 per category)
- Logo AND Highlight (\$319 per category)

Choose from 20 categories
Additional categories at \$25 per category*.

*Logos and highlights purchased separately.



www.hrreporter.com

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

Here's the perfect place to reach a continually expanding audience (nearly 57,000 unique visits; and over 406,000 impressions each month) of *Canadian HR Reporter* subscribers, and scores of other HR practitioners as well, a loyal audience who return again and again to devour the regularly updated content. Choose placements and formats that fit your budget and give your marketing message the greatest impact.

Top 4 pages based on highest traffic volume:

- 1) Advanced searches — enjoy good visibility at great value (approx. 114,000 impressions/month)
- 2) Article views — high visibility with a “Big box” (approx. 69,000 impressions/month)
- 3) Home page — a variety of ad sizes available to suit any budget (approx. 31,000 impressions/month)
- 4) Calendar — the place HR professionals turn to when looking for professional events and seminars (approx. 20,000 impressions/month)

Top 4 regions to visit hrreporter.com:

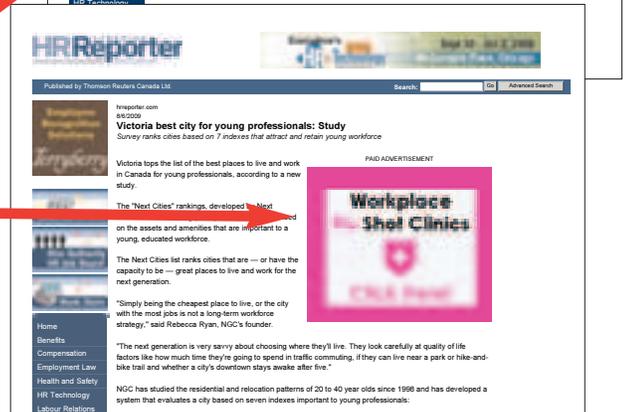
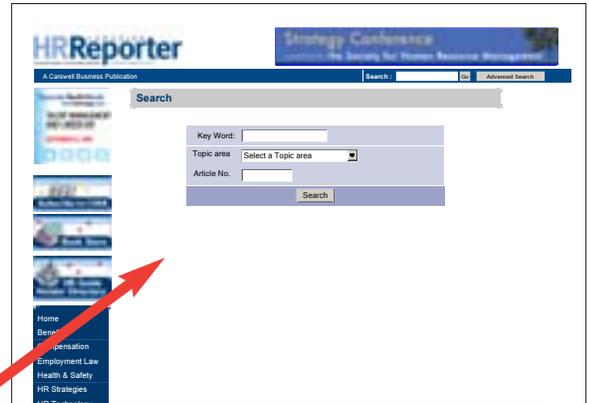
- | | |
|------------------|-----------|
| 1) United States | 3) Europe |
| 2) Canada | 4) Asia |

The Facts:

- 56,852 unique visits per month
- 406,101 impressions per month

Material Specifications:

- Maximum file size is 40k industry standard. Please send connecting URL address and GIF, JPG, PNG or SWF files to Mina Patel at mina.patel@thomsonreuters.com.
- SWF files must be zipped. Contact mina.patel@thomsonreuters.com for detailed Flash specs.



www.hrreporter.com: Rates and data

Home page

Article page

Rates and sizes (GST not included. Rates in gross, Canadian dollars.)			
Ad type	Size (pixels)	Position(s) available	Monthly rate
Full	468 x 60	homepage, advanced search, calendar, archives and all category pages	\$1637
Vertical (right-hand side)	120 x 240	homepage	\$1339
		advanced search	\$670
		calendar page	\$603
		category page	\$603
		Level 1 \$250; Level 2 \$200	
Square (right-hand side)	120 x 120	homepage	\$743
		advanced search	\$372
		calendar page	\$335
		category page	\$335
		Level 1 \$175; Level 2 \$125	
Button 1 (right-hand side)	120 x 90	homepage	\$506
		advanced search	\$254
		calendar page	\$229
		category page	\$229
		Level 1 \$150; Level 2 \$100	
Button 2 (right-hand side)	120 x 60	homepage	\$372
		advanced search	\$186
		calendar page	\$167
		category page	\$167
		Level 1 \$100; Level 2 \$75	
Big box	300 x 250	appears with all articles selected for reading	\$1391
Premium square (left-hand side)	125 x 125	homepage, advanced search, calendar, archives and category pages	\$1116
Frequency discounts	3 month - 10%	6 month - 25%	12 month - 35%

Note: Most industry-standard sizes available on request

e-Newsletter

Reach over 3,000 newsletter subscribers twice a month with your advertising message. The *Canadian HR Reporter* e-Newsletter is delivered directly to readers' personal e-mail boxes.

HRReporter

THE NATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT

SubscriberUpdate

June 1, 2010

JobPostings

NEW TO CANADIAN HR REPORTER

HIRE AUTHORITY - JOB BOARD
Your Canadian HR Reporter e-newsletter now offers you direct links to HR jobs across Canada.

Full banner 468 x 60

Dear BoldTest,

Your June 15 issue of Canadian HR Reporter has been posted on www.hrreporter.com and the print issue will be delivered to you soon.

Vertical banner 120 x 240

OnlineNews

WEB EXCLUSIVE : NOT AVAILABLE IN PRINT

Sponsored by banner 220 x 46

New Quebec legislation helps foreign-trained professionals. Doctors, engineers have a hard time getting qualifications recognized.

HR associations introduce senior designation. Ontario, Saskatchewan and Nova Scotia first to offer Senior Human Resources Professional designation.

Pension relief comes into force. Measures will help employers with federally regulated pensions.

News from the Global Workplace

Irish employers could face jail for breaches of employment legislation. Employer group worries criminal prosecution 'disproportionate, unnecessary.'

More news available online. Check www.hrreporter.com for daily updates.

INTRODUCING BLOGS ON HRREPORTER.COM

Canadian HR Reporter has launched two new blogs. Jeffrey R. Smith, editor of our sister publication Canadian Employment Law Today, has started an Employment Law blog that begins with two posts: a look at a toxic work atmosphere: When Sales Push Comes To Shove, and romance in the workplace: Les affaires de la coeur — at work. And Canadian HR Reporter has teamed up with the Strategic Capability Network for a discussion board and blog that takes a look at Strategic HR. HR professionals are invited to share the insights of senior HR leaders and join in the discussion. The first topic is: Managing Talent in Tough Economic Times. As well, our Labour Relations blog continues with the topic: Straight Talk from the CEO, which looks at going around the union to communicate with workers during talks. Check out all three blogs at hrreporter.com.

NEWS/FEATURES

SPONSORED BY

Full banner 468 x 60

Recognition equals profits. Investing in recognition is good for the company's bottom line, says survey.

'Untold pain' for firms that don't get HR right: Jack Welch. Treat employees fairly now to ensure future success.

DB plans endangered. Number of workers covered by DB plans plunges 30 per cent in five years as costs soar.

\$50-million lawsuit filed against payroll provider. Health-care workers allege years of payroll errors.

Square banner 120 x 120

Circulation: Approx. 3,000 per issue

Rates and sizes (GST not included. Rates are in gross Canadian Dollars.)

Ad type	Size (in pixels)	Position	Monthly rate
Full banner (at top)	468 x 60	Directly below e-Newsletter logo	\$750
Full banner (in body)	468 x 60		\$650
Sponsored by banner	220 x 46	LHS	\$500
Vertical banner	120 x 240	RHS	\$575
Square banner	120 x 120	RHS	\$396

Frequency Discounts: 3 months – 10%, 6 months – 25%, 12 months – 35%

Note: Minimum purchase is 1 month/2 e-Newsletters

Print material specifications

Canadian HR Reporter and HR Guide are printed on a cold web offset press using 50lb uncoated book stock. HR Wall Calendar is 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 coordinator for up-to-date specs.
- Electronic ad material should be checked with a pre-flight program such as Flightcheck.
- It is the client's responsibility to use proper settings for **trapping** and **knockout**. Layers must be flattened and using no transparencies.
- Process colour ad material must use CMYK mode. Spot colour ads must use Pantone spot uncoated. We can not process duotone material. Black and white ads should not contain any colour values. No files should contain RGB or LAB colours.
- **Bleeds** only apply to full page ads. We do not bleed smaller ads.
- We can accept most ads in the following formats:
 - **PDF** — created from QuarkXpress, Illustrator or some other CMYK friendly application. See note below for Distiller settings. The PDF should not contain layers. It must be flattened. And fonts must not be encoded as CID or Double-Byte.

Distiller Settings — PDF Files must have the fonts embedded. When creating your PDF, we suggest distilling with the following settings: Acrobat 3 compatibility, 2400 dpi resolution; generate thumbnails, automatic compression using bicubic downsampling compression @ 300 dpi and quality set to maximum; all fonts embedded; no colour management or conversion.
 - **QuarkXpress** — include all fonts and graphic files.
 - **Illustrator EPS** — “embed” fonts or convert fonts to “outlines” and flatten layers before sending.
 - **InDesign EPS** and **Corel Draw EPS** — contact us for file preparation tips.
 - **Other** (contact us) — We can accommodate a variety of file formats. Please contact us for details.
- We cannot accept responsibility for output if a proof is not supplied.

Ad Preparation Tips

- Reversed text and text using more than 2 process colours should be no smaller than 10 point.
- Small text tends to blur when created with Photoshop or other image applications.
- We are not able to reproduce metallic colours.

Send Material To

- E-mail: To Mina Patel at mina.patel@thomsonreuters.com and CC: mike.long@thomsonreuters.com.
- FTP: Please contact Mina Patel at the number below for access details. Please be sure to zip or stuff your file before sending.
- Courier: Mina Patel, *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:

Mina Patel, Advertising Coordinator @ (416) 298-5141 ext. 2638 Fax: (416) 298-5031

Website material specifications

- Maximum file size is 40k. SWF files must be zipped. Contact mina.patel@thomsonreuters.com for detailed Flash specs. Please send connecting URL address and GIF, JPG, PNG or SWF files to Mina Patel at mina.patel@thomsonreuters.com.