

INSIDE

HIGH VISIBILITY

Enjoy increased circulation with a special bonus distribution at the HRPAAO annual conference when you advertise in the Jan. 25, 2010 issue.

HRREPORTER.COM

Connect to our online audience. Enjoy frequency discounts for bookings of three months or more.

UNMATCHED NATIONAL REACH

Distribution of more than 11,000, with 33,000+ total readers.

HIGH-LEVEL HR READERSHIP

Over 60% of *Canadian HR Reporter* subscribers hold senior-level positions.

Special Highlights

Issue Dates

(see inside for booking information)

January 25

Bonus Distribution

Human Resources Professionals Association Annual Conference

Testimonials

This is what some of our advertisers have to say about advertising in **Canadian HR Reporter**:

*“Over the past year, we have ran several ads in **Canadian HR Reporter** and on www.hrreporter.com. Advertising in such a reputable trade journal has not only built priceless brand awareness, but has contributed to a rapid growth in new customer acquisitions and sales. **Canadian HR Reporter** is a truly cost effective and targeted way to reach HR decision makers working for some of the largest companies in the world.”*

*Joshua Hart Pollack
Director, Sales and Marketing
The Health Team*

*“The National scope of **Canadian HR Reporter Journal** has given D.L.G.L. the best ROI in advertisement and, we have been doing it since 1996.*

*Richard Rousseau
Vice-President
Sales & Industry Relations
D.L.G.L. Ltd.*

Advertising in **Canadian HR Reporter** should be part of your marketing strategy.

Increase your brand awareness and get HR and business decision makers buying your products and services by advertising in **Canadian HR Reporter** today.

UPCOMING ISSUES

□ JANUARY 11, 2010

Features:

Disability Management — When can an employer terminate a worker on disability? A look at the **frustration of employment contracts** due to disability.

Employee Communication — Everything employers need to know about **employee surveys**, including how to communicate them and how to get employees to participate.

Employment Law — Many Canadian companies have employees in the United States, but it's a completely different legal realm south of the border. What employers need to know about **U.S. employment regulations**.

The Year in Review — A look back at **highlights from 2009**.

Ad space closes:
NOVEMBER 30

Material deadline:
DECEMBER 3

□ JANUARY 25, 2010

Features:

Outsourcing — Lessons from an organization that **recently outsourced** an HR function.

HR Leaders Talk — Thoughts from senior HR leaders on the benefits and **drawbacks of outsourcing**.

Performance Management — What does a **pay for performance** culture look like?

Employee Career Management — Who is responsible for employee career management: The organization or the employee? A look at the **pros and cons** of each approach.

Ad space closes:
JANUARY 4

Material deadline:
JANUARY 4

Bonus Distribution: Human Resources Professionals Association Annual Conference

□ FEBRUARY 8, 2010

Features:

Recruitment — As the economy recovers, employers will switch to hiring mode. But they need to be careful to avoid the costly **inducement trap** when headhunting workers.

Training & Development — How, and why, to setup a **corporate university**.

Pensions — How to convince **younger employees** to embrace and appreciate the company's pension offering.

Managing/Leadership — A look at how **developing strong leadership skills** among front-line managers can drive higher levels of employee engagement.

Ad space closes:
JANUARY 11

Material deadline:
JANUARY 14

UPCOMING ISSUES

□ FEBRUARY 22, 2010

Features:

Corporate Culture — Case study of an organization's corporate culture.

Staffing — Often, the best candidate for the job is already in the building. A look at what employers should and shouldn't do when **hiring internally**.

HR Associations — What HR associations across Canada are **planning for 2010** and beyond.

Labour Relations — Garbage strikes and other labour-related inconveniences have put the **essential services designation** for some public-sector workers front and centre. What does the designation mean, and what impact does it have on things like wages and benefits?

Ad space closes:
JANUARY 25

Material deadline:
JANUARY 28

□ MARCH 8, 2010

Features:

Managing/Leadership — What makes a **leadership development** program successful?

HR Education — Should the HR curriculum for the **Certified Human Resources Professional (CHRP)** designation be expanded?

Conflict Management — **Mediation programs** in the workplace.

Health & Safety — Telework continues to be a popular work-life balance option for employees. But what are the **safety issues when working from home?**

Ad space closes:
FEBRUARY 8

Material deadline:
FEBRUARY 11

□ MARCH 22, 2010

Features:

Training & Development — What makes a successful **tuition reimbursement** program?

Background Screening — What should employers focus on when conducting **due diligence** during the screening process for new hires?

Organizational Effectiveness — How to measure the productivity and efficiency of **knowledge workers**.

EAPs — Employee assistance program providers can aggregate **data on employee usage**: What are they collecting, and how can employers use it?

Ad space closes:
FEBRUARY 22

Material deadline:
FEBRUARY 25

Call now to confirm your space

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See available ad sizes and rates on the back page.

2010 DISPLAY ADVERTISING

Rate Card #23

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

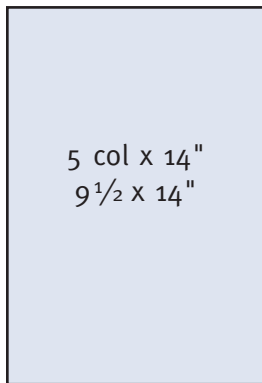
Colour Process & PMS add:

1-colour - \$439 2-colour - \$715 4-colour - \$989

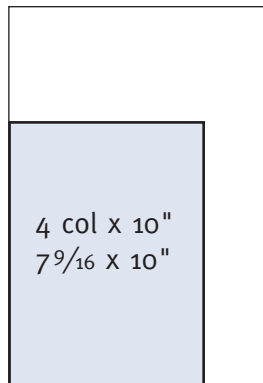
* Business card ads are non-commissionable.

We can not process duotone material or reproduce metallic colours.

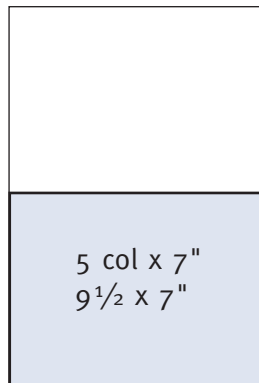
FULL PAGE



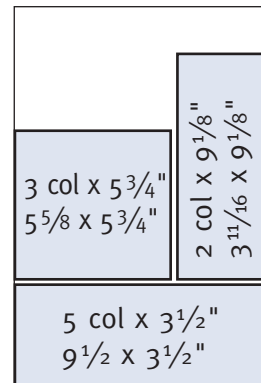
MAGAZINE PAGE



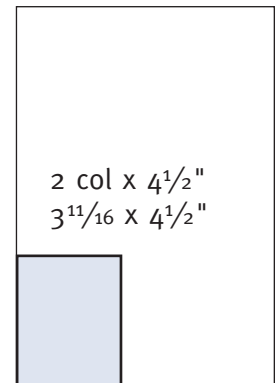
HALF-PAGE



QUARTER-PAGE



EIGHTH-PAGE



MECHANICAL REQUIREMENTS

	Width x Depth (inches)	Columns Wide x Inches Deep
* Full Page (bleed size)	11 x 15 1/4"	
Full Page (image area)	9 1/2 x 14"	5 col x 14"
Magazine Page	7 9/16 x 10"	4 col x 10"
Half-Page	9 1/2 x 7"	5 col x 7"
Quarter-Page (5 columns)	9 1/2 x 3 1/2"	5 col x 3 1/2"
Quarter-Page (3 columns)	5 5/8 x 5 3/4"	3 col x 5 3/4"
Quarter-Page (2 columns)	3 11/16 x 9 1/8"	2 col x 9 1/8"
Eighth-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"	

COLUMN WIDTHS

1 column	= 1 3/4" wide
2 columns	= 3 11/16" wide
3 columns	= 5 5/8" wide
4 columns	= 7 9/16" wide
5 columns	= 9 1/2" wide

See inside for contact information

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* Note: Bleeds only apply to full page ads.

(Trim size of publication is 10 3/4 x 15".)