

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	