

## 2011 HR Wall Calendar

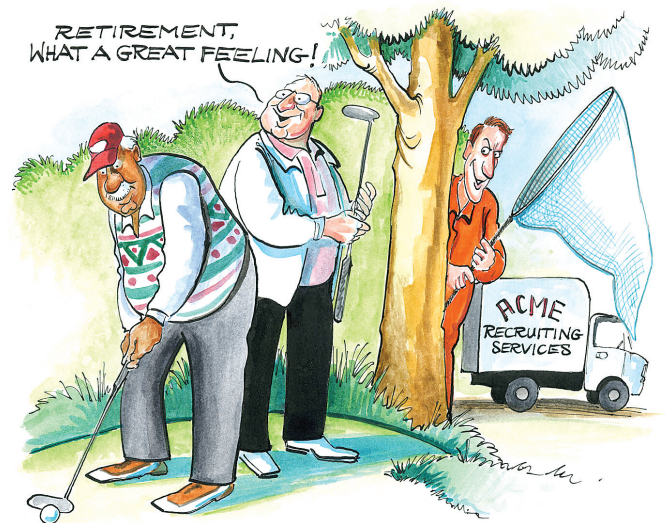
# Spend some quality time hanging out with your prospects

- 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



### FINANCE FOR NON-FINANCE EXECS



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					

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

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

**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.