

INSIDE

HIGH VISIBILITY

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Special Highlights

Bonus Distribution — GAIN EXTRA VISIBILITY!

April 19	Health & Safety Canada 2010 HR Institute of Alberta's Annual Conference
May 3	B.C. Human Resources Management Association Annual Conference Association of Canadian Search, Employment & Staffing Services Annual Conference
May 31	International Personnel Management Conference
June 14	Canadian Payroll Association Annual Conference

Advertising Showcase

April 5 Canadian Survey Marketplace

Expanded Section

April 19 Health & Safety
May 3 Recruitment & Staffing

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From the Editors of
HR Reporter

HR Guide 2011

The Essential Vendor Directory and Reference for HR Management
Plus a Comprehensive Listing of HR Education Programs

- HR Professional Development
- Assessments
- Background Screening
- Benefits
- Compensation
- Conference Planning
- Diversity/Equity
- Employment Law
- Employment Lawyers Directory
- Healthy Workplaces
- HR Outsourcing
- Labour Relations
- Office Services
- Organizational Effectiveness/HR Consulting
- Outplacement
- Pensions
- Recognition
- Recruitment and Staffing
- Relocation
- Technology/HRMS
- Training and Development

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Section headings include:

- HR Professional Development
- Assessments
- Background Screening
- Benefits
- Compensation
- Conference Planning
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- Employment Law
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- Pensions
- Recognition
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- Relocation
- Technology/HRMS
- Training and Development



Distribution: 15,000+ senior executive and 2,000+ HR graduates across Canada

Publication date:
November, 2010

Ad space close:
August 27, 2010

Material delivery deadline:
September 10, 2010

UPCOMING ISSUES

□ APRIL 5, 2010

Features:

Global HR — A look at how **severance pay** is handled in different jurisdictions.

Technology — What are the latest trends in **recruitment technology**?

Outplacement — Tips for the HR department when working with an **outplacement counselor**.

Service Awards — A look at some of the more **interesting service awards** offered by employers, plus the results of an exclusive *Canadian HR Reporter* study on how employers use service awards.

Ad space closes:
MARCH 8

Material deadline:
MARCH 11

Advertising Showcase: Canadian Survey Marketplace

□ APRIL 19, 2010

Features:

Benefits — An in-depth look at **health-care spending accounts**.

Payroll — What employers need to know about **garnishing wages**.

Employer Branding — What information should an employer post on its **careers website**?

Corporate Social Responsibility — The **role of the HR department** in corporate social responsibility efforts.

EXPANDED SECTION: Health & Safety — How employers of first responders (such as police, fire, ambulance) deal with **post-traumatic stress disorder**.

Ad space closes:
MARCH 22

Material deadline:
MARCH 25

Bonus Distribution: Health & Safety Canada 2010

Bonus Distribution: HR Institute of Alberta's Annual Conference

□ MAY 3, 2010

Features:

Compensation — A look at **compensation committees**, and when (and how) should they be used.

Recognition — HR departments are the drivers of recognition programs, but **how are HR professionals being rewarded** for a job well done?

Employee Engagement — **Case study** of how one employer used its total rewards program to boost recruitment and retention.

Training & Development — How can employees **transfer skills and knowledge** learned from training back into the workplace?

EXPANDED SECTION: Recruitment & Staffing — How to **avoid interviewer bias** in the hiring process.

Ad space closes:
APRIL 5

Material deadline:
APRIL 8

Bonus Distribution: B.C. Human Resources Management Association Annual Conference

Bonus Distribution: Association of Canadian Search, Employment & Staffing Services Annual Conference

UPCOMING ISSUES

□ MAY 17, 2010

Features:

Staffing — Steps employers can take to **prepare now for the talent war**, which will be inevitable as the economy recovers.

Pensions — What employers need to know about setting up a **group RRSP**.

Relocation — The **technology behind relocation efforts**, from integrated systems to control of financial, accounting and information requirements.

CEOs Talk — A look at the **short-term future of the HR profession**. How do CEOs think the HR department's function is going to evolve in the next five years, and what is HR going to need to get better at doing from a business perspective?

Ad space closes:
APRIL 19

Material deadline:
APRIL 22

□ MAY 31, 2010

Features:

Healthy Workplaces — What employers can do to help workers with **diet and physical activity**.

Recruitment — **Tips from executive headhunters** on finding the best candidates for leadership positions.

Benefits — The business case for **topping up employment insurance-funded leaves**, including compassionate care and maternity.

Managing/Leadership — How to implement a **progressive discipline** program.

Bonus Distribution: International Personnel Management Conference

Ad space closes:
MAY 3

Material deadline:
MAY 6

□ JUNE 14, 2010

Features:

Compensation — Should compensation be transparent? How much information should employers post internally about **salary grades** and ranges for vacancies?

Employee Career Management — How to set up a **leadership intern program**.

Technology/Payroll — Case study of a recent **payroll system implementation**.

Employment Law — Blunders and misunderstandings about **employment standards**.

Bonus Distribution: Canadian Payroll Association Annual Conference

Ad space closes:
MAY 17

Material deadline:
MAY 20

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

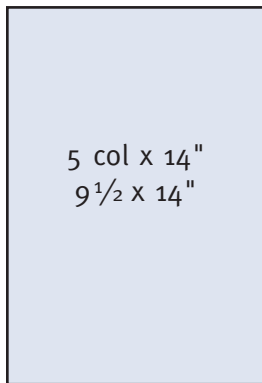
Colour Process & PMS add:

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

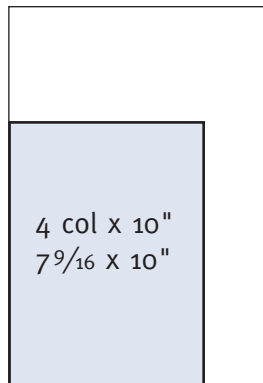
* Business card ads are non-commissionable.

We can not process duotone material or reproduce metallic colours.

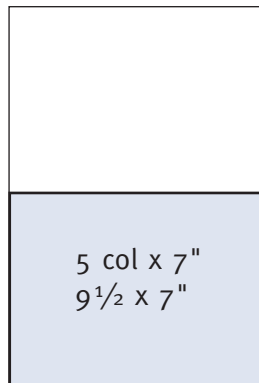
FULL PAGE



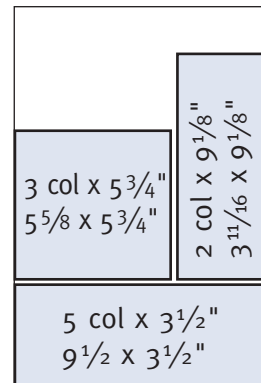
MAGAZINE PAGE



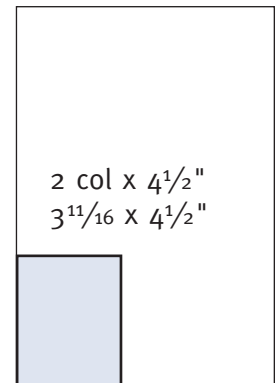
HALF-PAGE



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

HRReporter CANADIAN

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* Note: Bleeds only apply to full page ads.

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