

## Upcoming Issues

JULY 12, 2010

### Features:

**Conflict Management** — Establishing an **employee ombudsman** function.

**Diversity** — Accommodating **religious beliefs** in the workplace.

**Recruitment** — How to conduct effective **behavioural interviews**.

**Global HR** — The impact of the **new health-care system** in the United States on Canadian firms.

*Ad space closes:*  
JUNE 14

*Material deadline:*  
JUNE 17

AUGUST 9, 2010

### Features:

**Assessment** — What employers need to know to get the most out of **360-degree feedback**.

**Labour Relations** — What does it mean to **bargain in bad faith**?

**EAPs** — What role do EAPs have in helping employees with **long-term mental health** issues?

**Employment Law** — When should HR professionals **call a lawyer** versus tackling the problem on their own?

**EXPANDED SECTION: Total Rewards** — The challenges of developing effective **reward strategies**.

*Ad space closes:*  
JULY 12

*Material deadline:*  
JULY 15

SEPTEMBER 6, 2010

### Features:

**Managing/Leadership** — Giving **constructive feedback** without making people angry.

**Benefits** — A look at **elder care** programs.

**HR Career Development** — A look at some **atypical careers** for HR professionals.

**Healthy Workplaces** — What employers can do during **healthy workplaces month** to boost well-being.

**EXPANDED SECTION: Payroll** — Differences in **payroll in multiple jurisdictions**.

*Ad space closes:*  
AUGUST 9

*Material deadline:*  
AUGUST 12

*Bonus Distribution:* National Payroll Week Conference

*Bonus Distribution:* World at Work's Annual Conference

SEPTEMBER 20, 2010

### Features:

**Compensation** — The latest on **pay equity** legislation across Canada.

**Outsourcing** — The growing area of outsourcing **absence management**.

**HR Metrics** — The **10 most important HR metrics** your organization should be tracking.

**Employee Communication** — Keeping in touch with former employees through **alumni networks**.

**EXPANDED SECTION: Relocation** — The importance of **spousal support** in a successful relocation.

*Ad space closes:*  
AUGUST 23

*Material deadline:*  
AUGUST 26

*Bonus Distribution:* 13th World Human Resources Congress

*Bonus Distribution:* Canadian Employee Relocation Council Conference

**Call now  
to confirm  
your space**

[www.hrreporter.com](http://www.hrreporter.com)

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See reverse for rates 

# 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
<b>Non-standard line rate</b>	<b>\$4.93</b>	<b>4.69</b>	<b>4.21</b>	<b>3.72</b>	<b>3.46</b>	<b>3.20</b>

Colour Process & PMS add:

1-colour - \$439

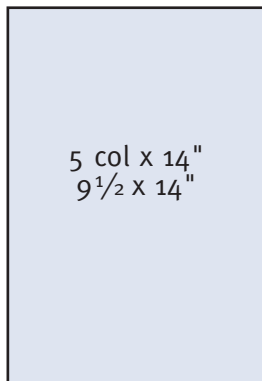
2-colour - \$715

4-colour - \$989

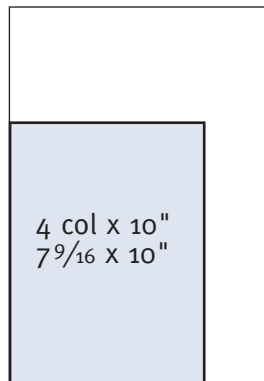
\* Business card ads are non-commissionable.

We can not process duotone material or reproduce metallic colours.

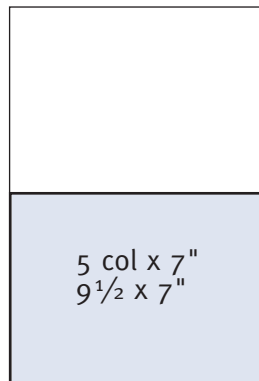
### FULL PAGE



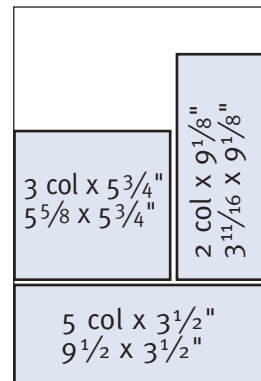
### MAGAZINE PAGE



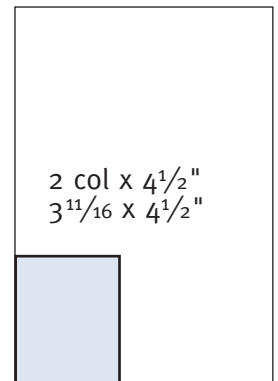
### HALF-PAGE



### 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"	

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

### 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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