

## INSIDE

### HIGH VISIBILITY

Enjoy increased circulation with special bonus distributions at HR-related conferences.

### 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

### Bonus Distribution — GAIN EXTRA VISIBILITY!

- October 4 Saskatchewan Association of Human Resource Professionals Conference
- Health Work and Wellness 2010
  - Human Resource Management Association of Manitoba Annual Conference
- October 18 •Canadian Society for Training & Development Conference

### Expanded Section

- October 4 Recognition

### Advertising Special

- November 29 2 for 1 Advertising Opportunity

**#1 reason to advertise in CHRR —  
over 85% of readers look at the ads  
sometimes or always\***

\* From reader survey, summer 2010.

## Planning Ahead

**It's not too early to book your advertising contract for 2011**

Book by October 29 to keep 2010 rates.

You can enjoy further discounts and special package pricing if your ad buy combines several different advertising options ie.: print and online, enewsletter and HR Guide etc.

Our media kit will be ready in September but your sales rep already has most publishing and rate information available.

Call us today to book your advertising!

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# UPCOMING ISSUES

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□ **OCTOBER 4, 2010**

## *Features:*

**Recruitment** — How employers are using **social media** to find talent.

**Pensions** — What does a **voluntary pension plan (VPP)** look like and is it a good solution for employers?

**Health & Safety** — Best practices for health and safety during **construction projects**.

**Technology** — Case study of a recent **HR technology implementation**.

**EXPANDED SECTION: Recognition** — Tips for employers that are considering setting up **formal recognition programs**, including: What types of rewards should be included in the plan? And how much money do employers need to budget to make it meaningful?

*Ad space closes:*  
SEPTEMBER 7

*Material deadline:*  
SEPTEMBER 9

*Bonus Distribution:* Health, Work & Wellness 2010

*Bonus Distribution:* Saskatchewan Association of Human Resource Professionals Conference

*Bonus Distribution:* Human Resource Management Association of Manitoba Annual Conference

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□ **OCTOBER 18, 2010**

## *Features:*

**Staffing** — What are the **toughest positions to fill** for Canadian employers? And what role can staffing agencies play in bridging that gap?

**Salary Surveys** — Conducting **internal salary surveys** and how to use the data.

**Labour Relations** — Best practices in dealing with **grievances** from start to finish.

**Training & Development** — How to make training and development a **C-level priority**.

*Ad space closes:*  
SEPTEMBER 20

*Material deadline:*  
SEPTEMBER 23

*Bonus Distribution:* Canadian Society for Training & Development Conference

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□ **NOVEMBER 1, 2010**

## *Features:*

**Benefits** — A case study of an employer that offers **family-friendly benefits**.

**Pensions** — Developing a formal, written pension plan **records management and retention policy**.

**Technology** — Technology is changing how HR professionals are getting **compliance information**.

**Benchmarking** — Trends coming out of **B.C.'s new HR metrics service**.

*Ad space closes:*  
OCTOBER 4

*Material deadline:*  
OCTOBER 9

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# UPCOMING ISSUES

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□ NOVEMBER 15, 2010

## Features:

**HR Certification** — Is certification as popular **outside of Canada** as it is within?

**HR Leaders Talk** — We talk to senior HR executives who have received the **Senior Human Resources Professional (SHRP)** designation.

**Performance Management** — Should **performance reviews** be abolished?

**Recruitment & Staffing** — A **recruitment checklist** HR departments can give to hiring managers.

*Ad space closes:*  
OCTOBER 18

*Material deadline:*  
OCTOBER 21

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□ NOVEMBER 29, 2010

## Features:

**Payroll** — Common **questions and answers** from the world of payroll.

**Training & Development** — Case study of an organization **training a large group** of employees.

**Recognition** — Case study of an **effective employee recognition** program.

**Employee Surveys** — The importance of **qualitative comments** and how to analyze them.

*Ad space closes:*  
NOVEMBER 1

*Material deadline:*  
NOVEMBER 4

## Advertising Special: 2 for 1 advertising special

Book an ad in this issue and we will also print that ad in our next issue — **at no extra charge!**

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□ DECEMBER 13, 2010

## Features:

**Healthy Workplaces** — Results of an exclusive Canadian HR Reporter survey on **nutrition in the workplace**.

**Benefits** — How can employers control benefit costs with changes to **generic drug costs**.

**Global HR** — An overview of **U.S. employment law**.

**Employee Engagement** — A look at **common mistakes** employers inadvertently make that can demotivate workers.

*Ad space closes:*  
NOVEMBER 15

*Material deadline:*  
NOVEMBER 18

## Call now to confirm your space

### Advertising Sales Manager

Melanie Flores

(416) 298-5198

Fax (416) 298-5031

melanie.flores@thomsonreuters.com

### Advertising Sales Representative

Stephen Hill

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stephen.hill@thomsonreuters.com

Canadian HR Reporter, One Corporate Plaza, 2075 Kennedy Road, 11th floor Toronto, ON M1T 3V4, [www.hrreporter.com](http://www.hrreporter.com)

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
<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>

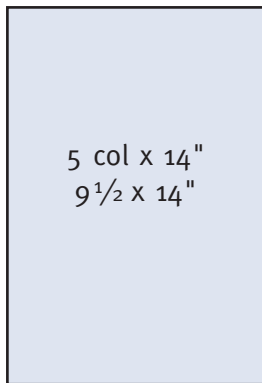
Colour Process & PMS add:

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

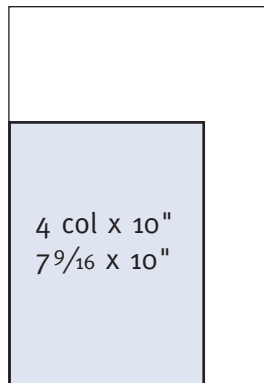
\* Business card ads are non-commissionable.

We can not process duotone material or reproduce metallic colours.

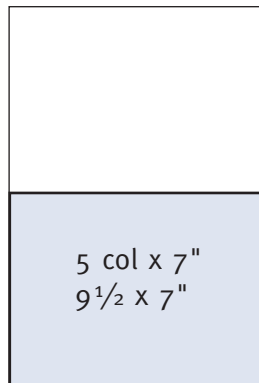
### FULL PAGE



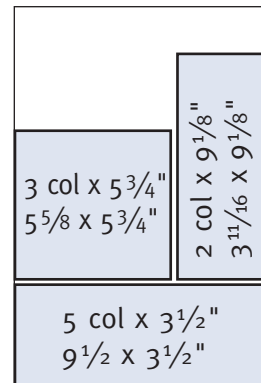
### MAGAZINE PAGE



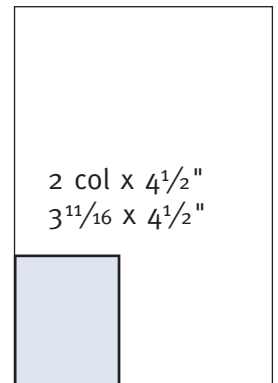
### HALF-PAGE



### 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"	

## 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

THE NATIONAL JOURNAL OF HUMAN RESOURCE MANAGEMENT [www.hrreporter.com](http://www.hrreporter.com)

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\* Note: Bleeds only apply to full page ads.

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