

www.hrreporter.com: Rates and data

The dynamic online face of Canada's most respected HR publication

Here's the perfect place to reach an HR audience on their time.

Home page



Article page



Rates and sizes (HST not included. Rates in net, Canadian dollars.)

Ad type	Size (pixels)	Position(s) available	Monthly rate
Leaderboard	728 x 90	run of site	\$1950
Full	468 x 60	run of site, except HR Vendors Guide	\$1350
Big box	300 x 250	article pages only	\$1150
Premium square (left-hand side)	120 x 120	run of site, except HR Vendors Guide	\$999
Vertical (right-hand side)	120 x 240	run of site**	\$1150
Square (right-hand side)	120 x 120	run of site**	\$850
Button (right-hand side)	120 x 90	run of site**	\$575

Frequency discounts 3 month - 10% 6 month - 15% 12 month - 20%

** Run of site does not include HR Vendors Guide, subscribe and advertise page.

Meets IAB industry standard

The facts:

- 19,000+ unique visits per month
- 60,000+ impressions per month

For material specifications, see page 22.