

EVEN MORE WAYS TO REACH HR PROFESSIONALS

The **Canadian HR Reporter** family of newsletters provides unique opportunities to advertise to specific HR verticals, including employment law, payroll, labour relations and health and safety. These popular newsletters are subscription based, with loyal audiences who read every issue cover to cover.

(Note: Each of these newsletters has a standalone website. Traffic stats listed are above and beyond regular hrreporter.com traffic.)

Canadian Employment Law Today

Reader surveys tell us employment law is one of the hottest issues for HR professionals and employers. This popular newsletter keeps an eye on courtrooms from coast-to-coast, and is the first to report the results of many key rulings.

Topics regularly covered include:

- wrongful dismissal
- just cause
- human rights
- constructive dismissal
- immigration and much more!

In print: 22 issues per year

E-newsletter: Emailed every 2 weeks

Website: www.employmentlawtoday.com

Average monthly web stats*:
12,500+ monthly sessions
16,000+ monthly page views



Advertising Rates**

Print	Month
Full Page 4 colour	\$1,200
Half Page 4 colour	\$765
One Page Insert	\$1,025

Website	Month
Leaderboard	\$725
Big Box (home page)	\$545
Big Box (article page)	\$485

Newswire	Month
Junior Leaderboard	\$725
Big Box	\$545
Half Big Box	\$435

Canadian Labour Reporter

Since 1956, **Canadian Labour Reporter** has been covering the labour relations landscape like no other publication. Each issue dissects key collective agreements, arbitration rulings and the latest news and trends impacting the world of unionization.

Topics regularly covered include:

- collective agreements
- arbitration summaries
- key legislation from provincial, federal governments
- stats and figures impacting labour relations and much more!

In print: 48 issues per year

E-newsletter: Emailed weekly

Website: www.labour-reporter.com

Average monthly web stats*:
4,000+ monthly sessions
6,500+ monthly page views



Advertising Rates**

Print	Month
Full Page 4 colour	\$955
Half Page 4 colour	\$545
One Page Insert	\$705

Website	Month
Leaderboard	\$425
Big Box (home page)	\$325
Big Box (article page)	\$295

Newswire	Month
Junior Leaderboard	\$425
Big Box	\$325
Half Big Box	\$265

*Source: Google Analytics, monthly average Jan/17-Oct/17 **Applicable taxes will be added to all rates.

EVEN MORE WAYS TO REACH HR PROFESSIONALS

Canadian Safety Reporter

Canadian Safety Reporter takes an in-depth look at the legal side of occupational health and safety. In each issue, our editors scour the courts for recent cases and write plain language summaries that help you stay on top of legal trends and ensure your workers go home safe at the end of every day.

Topics regularly covered include:

- current news and trends
- building a safety culture
- case summaries of recent OHS court decisions from across Canada
- key legislative changes and so much more!

In print: 12 issues per year

E-newsletter: Emailed monthly

Website: www.safety-reporter.com

Average monthly web stats*:
1,500+ monthly sessions
3,000+ page views

NOTE: Interested in reaching a safety audience? Check out our sister publication, **Canadian Occupational Safety** magazine, at www.cos-mag.com.



Advertising Rates**

Print	Month
Full Page 4 colour	\$955
Half Page 4 colour	\$545
One Page Insert	\$705

Website	Month
Leaderboard	\$425
Big Box (home page)	\$325
Big Box (article page)	\$295

Newsire	Month
Junior Leaderboard	\$425
Big Box	\$325
Half Big Box	\$265

Canadian Payroll Reporter

Payroll professionals across the country rely on this publication to help them stay on top of legislation and trends. Tapping into the expertise of Carswell's Payroll Group, it covers news, profiles top payroll professionals and tracks the movement in legislatures across Canada.

Topics regularly covered include:

- legislation
- profiles of top professionals
- year-end reporting
- popular ask an expert column
- updates on legal cases and much more!

In print: 12 issues per year

E-newsletter: Emailed monthly

Website: www.payroll-reporter.com

Average monthly web stats*:
3,000+ monthly sessions
4,000+ page views



Advertising Rates**

Print	Month
Full Page 4 colour	\$955
Half Page 4 colour	\$545
One Page Insert	\$705

Website	Month
Leaderboard	\$425
Big Box (home page)	\$325
Big Box (article page)	\$295

Newsire	Month
Junior Leaderboard	\$425
Big Box	\$325
Half Big Box	\$265

*Source: Google Analytics, monthly average Jan/17-Oct/17 **Applicable taxes will be added to all rates.

MECHANICAL SPECIFICATIONS

Print	Website	E-newsletter
Full page 7.25" x 10.125" Half page 7.25" x 5"	Leaderboard 728x90 and 600x100 (mobile friendly) Big Box 300x250	Junior Leaderboard 600x100 Big Box 300x250 Half Big Box 300x100

Print Requirements:

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

Web and E-newsletter Requirements:

IMAGE TYPE: .GIF, .JPG, Image Animation (.GIF*): Single to infinitely looping banners accepted

IMAGE FILE SIZE: 50K maximum for static or animated .GIF

LINKING URL: An active URL must be provided

TESTING: All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

NOTE: Please ensure ads without background colour have a key line.

***For e-newsletter ads, animated GIFs do not rotate on all email systems so please ensure that the first frame of your animated GIF has a message.**

Publisher's Conditions:

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

Applicable taxes will be added to all rates.

Production Inquiries

Contact Pamela Menezes

416.649.9298 | pamela.menezes@tr.com