

HR Vendors Guide



Your HR products and services, Canada's most engaged HR audience

When HR professionals and employers look for new products and services, they turn to *HR Vendors Guide*. Since 1988, it has been the leading directory of suppliers to employers across Canada. Ensure your company is at the top of the list on *Canadian HR Reporter's* website when HR professionals are ready to research and make a purchasing decision.

By selecting an upgraded package, you can jump ahead of your competition and put your firm at the top of the search results with detailed explanations, contact information and links to your website, products and services.

New for 2018 – the marketing team at Thomson Reuters Media Solutions Canada has deployed cutting edge search engine optimization (SEO) measures to ensure maximum traffic to your enhanced listings.

Read on for more information.

PACKAGES	PLATINUM \$145/month*	GOLD \$85/month*	SILVER 65/month*	BRONZE \$50/month*
WEBSITE				
Premier placement for your listing at the top of the online directory	above Gold, Silver and Bronze in search results	above Silver and Bronze in search results	above Bronze in search results	above basic in search results
Company logo (200 pixels wide, maximum height 150 pixels)	✓	✓	✓	
Complete contact information including full mailing address, phone number, website and email address	✓	✓	✓	no website or email
Company description of products and services	600 characters 3 categories	600 characters 2 categories	300 characters 1 category	300 characters 1 category
Google Map preview highlighting the location of your office	✓	✓	✓	✓
Social media links to your Twitter, Facebook, LinkedIn and Google Plus pages	✓	✓		
Listing on the home page in the "Featured Suppliers" in rotation	✓	✓		
PRINT				
Inclusion of your listings in the December 2018** print issue of <i>Canadian HR Reporter</i> in the annual HR Vendors Guide section	✓	✓	✓	✓
NEWSWIRE				
1x inclusion in the HR Vendors Listing in the weekly <i>Canadian HR Newswire</i> ***	✓	✓	✓	✓
1x inclusion in <i>Canadian HR Newswire</i> as the Featured Supplier	✓			

*Price is based on 12 month contract

**This special edition has an expanded press run – 33,400 copies are going out across the country.

EXTRA EXPOSURE! All 23,000 members of the Human Resources Professionals Association (HRPA) receive this issue!

***Delivered to 12,500 professionals across Canada. Includes company name and link to your platinum listing

HR VENDORS GUIDE LISTING

The diagram illustrates the layout of an HR Vendors Guide listing. It includes the following components:

- Company Name:** Located at the top of the listing.
- Company logo:** A square icon with the text "Company Logo" next to it.
- HR Reporter Readers' Choice Winner 2017:** A red award badge.
- Contact Information:** Includes the address "123 Queen Street Suite 101 Toronto, Ontario M1P 1M1 Canada", phone number "Phone: (416) 111-2222", email "E: Info@companyname.ca", and website "www.website.ca".
- HR Professional Development:** A section with a "Description" of services.
- Training and Development:** Another section with a "Description" of services.
- Google maps:** A map showing the location at "371 Queen Street" in "GARRISON".
- Social media buttons:** Icons for Twitter, LinkedIn, Facebook, and Google+.

HR VENDORS GUIDE | HOME PAGE

Find and Research Organizations in the Canadian HR Industry

HR Vendors Guide is a platform through which employers can connect with companies offering services such as HR outsourcing, recruiting, payroll, and consulting. We have been a reliable resource for professionals for the past 25 years, boasting the most complete HR directory in Canada.

Trending Topic in HR

- Sexual harassment in the workplace
- 2017 Readers' Choice Awards

Top Print Stories

- Why is sexual harassment not going away?
- Looking for a better way
- Changes to EI benefits come into force Dec. 3

Featured Supplier

- University of Fredericton
- EY Law LLP
- BIS Training Solutions
- University of New Brunswick LLP
- Steven Martineau Dubreuil
- OLFA
- Danatec Educational Services Inc.

SEARCH RESULTS

Search Results

Category (e.g. Pension) | Browse

Location (e.g. Toronto or ON or MIT 3V4)

Search

LOGO	Company Name	(416) 000-1111	Visit Website
	Toronto, Ontario www.sunlife.com		Company Profile
	Sun Life Financial Toronto, Ontario www.sunlife.ca	(416) 408-7693	Visit Website Company Profile
	C-surance.ca Global Service Inc. (MDI) Terrebonne, Quebec	(450) 326-6158	Company Profile
	GMS Insurance Inc. Mississauga, Ontario	(905) 670-4515	Company Profile

Research has shown the top listing in search results receives the largest percent of the traffic compared to the second position, and the traffic only degrades from there.

HR NEWSWIRE FEATURED SUPPLIER

HR Newswire

December 5, 2017

News

Employer confidence strong but salary increases conservative: Survey
One-half forecasting increase of less than three percent in 2018

Judge strikes down section of Ontario legislation that bans face coverings
Says province must establish rules for religious accommodation

FEATURED SUPPLIER

Bill 148 - Proposed Changes to Ontario Employment Legislation Are Now Law
Join this educational webinar for an overview of the new Bill 148 legislation. We will go over the various components of the legislation including changes to minimum wages, vacation pay calculation, scheduling of work, sick days, and new or altered leaves of absences that employees will be entitled to.

CANADIAN HR REPORTER | PRINT

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ASSESSMENTS/PSYCHOLOGICAL TESTING

Optimum Talent
25 York St, Suite 1002
Toronto, ON M5E 1B1
416-593-2887
Website: www.optimumtalent.com

BENEFITS & PENSIONS (GROUP INSURANCE)

FASKEN MARTINEAU
Fasken Martineau DuMoulin LLP
The Atlantic Centre, 440 - 101 Bay St.
Toronto, ON M5H 2Y1
416-593-8424
Website: www.fasken.com

COMPENSATION

ACCOMPASS
1024 King St W
Toronto, ON M6P 2K1
416-593-8108
Website: www.compasscan.com

BACKGROUND SCREENING

First Advantage
First Advantage Canada
1000 Lakeshore Blvd. W.
Toronto, ON M8Z 1R5
Website: www.firstadvantage.com

BENEFITS & PENSIONS (CONSULTANTS)

Sun Life Financial
Sun Life Financial
1301 St.

For more information or to book your package contact **Colleen Austin** at colleen.austin@tr.com or **416.649.9327**