

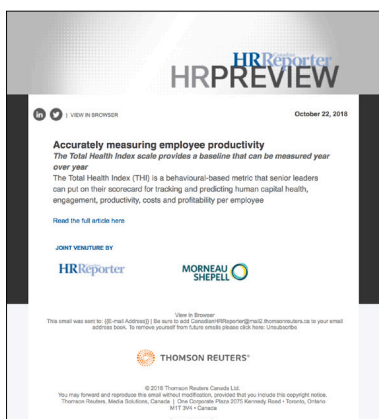
Sponsored Content

AN EFFECTIVE AND TARGETED WAY TO DELIVER YOUR CUSTOMIZED MESSAGE



Connect with a large and active audience through sponsored content. Through integrating your brand into ours, you can increase the likelihood of your content being consumed, position yourself as an expert and increase the chances of a prospect becoming a client.

Sponsored content offers the unique opportunity to position your expertise as thought leaders and to highlight your products and services in an editorial format. Sponsored content opportunities are available in all our print and digital issues.



BONUS - Lead generation!

Sponsored content articles are brought to our readers' attention with a special HR Preview email two weeks before publication. Readers fill out a form — and names and emails are given to you as leads — in exchange for the ability to have a sneak peek at your content. Exposes your brand to 12,800 names on the email list.

SPONSORED CONTENT RATES & SPECIFICATIONS

HR REPORTER



Full page article
max. 1,170 words



Full page article +
1/4 page ad • max. 900 words



HR REPORTER NEWSLETTER SERIES



Full page article • max. 390 words



Full page article +
1/4 page ad • max. 310 words

		SAVE UP TO 20%		
MEDIA BRAND	DESCRIPTION	RATE	COMPARABLE DISPLAY ADVERTISING RATE	
	Full page - 900 words + 1/4 page ad sq or 1,170 (no ad) + <i>Canadian HR Newswire Sponsor Spotlight</i>	\$5,355	\$7,630	
				
Canadian Employment Law Today	Full page - 310 words + 1/4 page ad or 390 (no ad)	\$985	\$1,235	
Canadian Safety Reporter Canadian Payroll Reporter Canadian Labour Reporter	Full page - 310 words + 1/4 page ad or 390 (no ad)	\$785	\$985	

DEADLINE

Booking deadline is two weeks prior to advertising closing deadline. Material deadline is two weeks prior to material closing deadline.

LAYOUT

Our production department will lay out your content in a format pleasing to our audience, based on mock-up examples.

APPROVALS

The final layout will be supplied to you for approval prior to publication.

MATERIAL INQUIRIES & SUBMISSION

Contact Pamela Menezes, Production Coordinator: 416-649-9298 | pamela.menezes@tr.com

Applicable taxes will be added to all rates. Advertising and packages subject to availability.

For more information on any of these solutions, contact Paul Burton **416.649.9928** | paul.burton@tr.com

MATERIAL REQUIRED

- Content: MS Word
- Logo: high-resolution (300 dpi); jpg, tiff or eps; cmyk; all fonts embedded
- Image: high-resolution (300 dpi at 7" wide); jpg or tiff; CMYK; all fonts embedded
- Ad - 1/4 square - 5.7" w x 5.75" h; pdf format
- 50 word summary of article for *HR Preview*