

2019 ADVERTISING RATES

RATE CARD 1 – NATIONAL PLUS HRPD DISTRIBUTION

Applies to March, June, September and December print and digital editions

Circulation: 33,600

PRINT/DIGITAL – BOOK 4 ISSUES AND SAVE 10%

**BOOK ALL 12
ISSUES AND
SAVE 25%!**

Colour	Size	1x	4x	12x
	Full page	\$7,885	\$7,095	\$5,915
	Magazine page	\$6,025	\$5,425	\$4,515
	1/2 page	\$4,805	\$4,325	\$3,605
	1/4 page	\$3,125	\$2,815	\$2,345
	1/8 page	\$2,025	\$1,825	\$1,515
	OBC	\$9,735	\$8,765	\$7,305
	Wrap outside front	\$11,815	\$10,635	\$8,865
	Business card	\$445	\$405	\$335
	Front page earlug	\$2,705	\$2,435	\$2,025
Front page footer	\$5,235	\$4,715	\$3,925	

RATE CARD 2

NATIONAL + BC/MARITIMES OR NATIONAL + ALBERTA/PRAIRIES

Applies to January, February, April, May, July, August, October, November print and digital editions

Total Circulation: 17,300 (includes BC/Maritimes) | 18,300 (includes Alberta/Prairies)

PRINT/DIGITAL – BOOK 4 ISSUES AND SAVE 10%. BOOK ALL EIGHT ISSUES AND SAVE 20%

Colour	Size	1x	4x	8x
	Full page	\$6,695	\$6,025	\$5,355
	Magazine page	\$5,125	\$4,615	\$3,995
	1/2 page	\$4,085	\$3,675	\$3,265
	1/4 page	\$2,665	\$2,395	\$2,135
	1/8 page	\$1,725	\$1,555	\$1,375
	OBC	\$8,275	\$7,445	\$6,615
	Wrap outside front	\$9,995	\$8,995	\$7,995
	Business card	\$385	\$345	\$305
	Front page earlug	\$2,305	\$2,075	\$1,845
Front page footer	\$4,455	\$4,005	\$3,565	

Applicable taxes will be added to all rates

2019 ADVERTISING RATES

WWW.HRREPORTER.COM

	Size	1 month	3 month	6 month	12 month
Leaderboard Run of site	728 x 90 (600 x 100 mobile friendly) and 300x50 if targe provided	\$1,995	\$1,895	\$1,800	\$1,710
Big Box Run of site	300 x 250	\$1,465	\$1,395	\$1,325	\$1,255
Big Box (in Article section)	300 x 250	\$1,335	\$1,265	\$1,205	\$1,145

Ads are one of three in rotation

HR NEWSWIRE

Size	1x	3x	6x	12x
Jr Leaderboard (600 x 100)	\$1,245	\$1,185	\$1,125	\$1,065
Big Box (300 x 250)	\$1,125	\$1,065	\$1,015	\$965
Sponsor Spotlight*	\$935	\$885	\$845	\$805

*Includes logo, 50 words of text and url link

HR NEWSWIRE EXTRA

Size	Size (pixels)	Sole Sponsorship Rate
Ad* Text + url	600 x 350 100 words	\$3,285

* jpg format; non-animated; no keyline; preferably white background

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