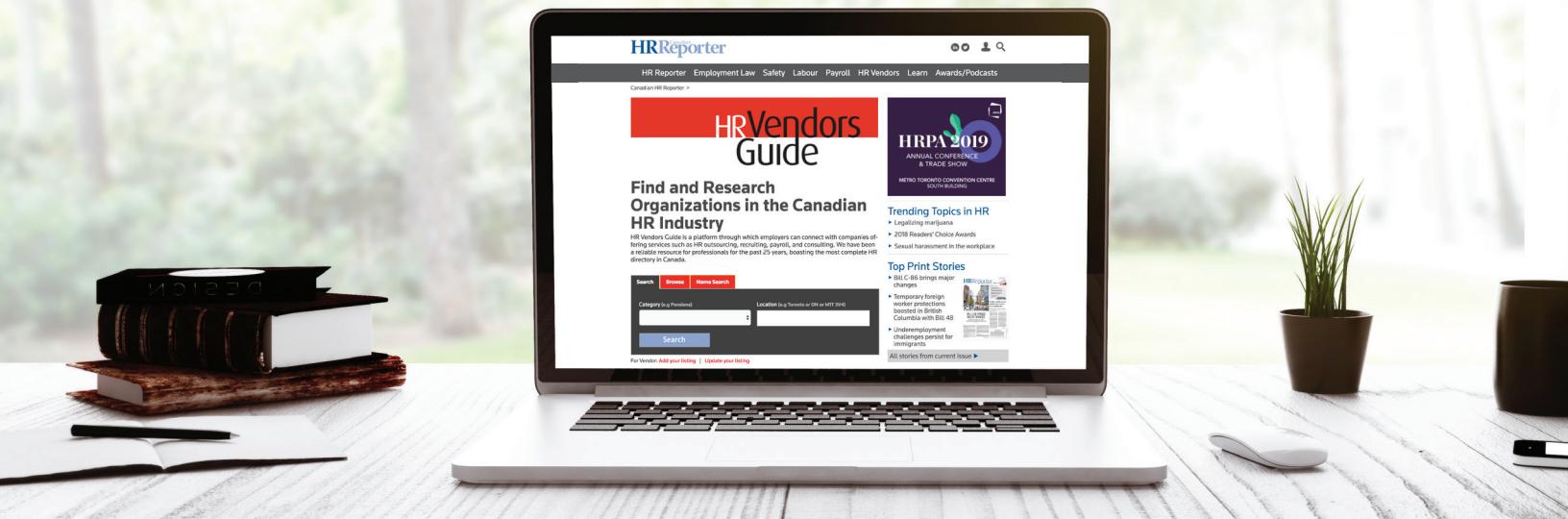


HR Vendors Guide



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.

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.

2019 HR VENDORS GUIDE

PACKAGES	PLATINUM \$150/month*	GOLD \$90/month*	SILVER 70/month*	BRONZE \$55/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 November 2019** 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 – 18,300 copies are going out across the country.

EXTRA EXPOSURE! 8,200 members of the Chartered Professionals in Human Resources (CPHR) in AB/SK/MB receive this issue!

***Delivered to 12,800 professionals across Canada. Includes company name and link to your platinum listing

HR VENDORS GUIDE LISTING

Company Name

Company logo

Google maps

123 Queen Street
Suite 101
Toronto, Ontario M1P 1M1
Canada
Phone: (416) 111-2222
E: Info@companyname.ca
www.website.ca

HR Professional Development
Description: Faccaerio. Name volore pre et atur. Cerumqui consedi seraectis eos magnisi nvenihi lliquist qui accum de pres experis testior eperest que ventust qui re volorum quat. Ed et aut aut harunt aut fugitata iur. Cerumqui consedi seraectis eos magnisi nvenihi lliquist qui accum de pres experis testior eperest volorum quat.

Training and Development
Description: Faccaerio. Name volore pre et atur. Cerumqui consedi seraectis eos magnisi nvenihi lliquist qui accum de pres experis testior eperest que ventust qui re volorum quat. Ed et aut aut harunt aut fugitata iur. Cerumqui consedi seraectis eos magnisi nvenihi lliquist qui accum de pres experis testior eperest volorum quat.

Company logo
Contact Information
Company description

Google maps
Social media buttons

2019 HR VENDORS GUIDE

HR VENDORS GUIDE | HOME PAGE

The screenshot shows the homepage of the Canadian HR Reporter website. At the top, there's a red header bar with the text "HR Vendors Guide". Below it, a main title reads "Find and Research Organizations in the Canadian HR Industry". A sub-section titled "Trending Topics in HR" lists items like "Legalizing marijuana", "2018 Readers' Choice Awards", and "Sexual harassment in the workplace". Another section, "Top Print Stories", features a thumbnail of a magazine cover and a list of stories. A "Featured Supplier" sidebar on the right lists companies such as University of Fredericton, EY Law LLP, BIS Training Solutions, University of New Brunswick Employment Law, Alan Martineau LLP, Deloitte, Vennago, and Danatec Educational Services Inc.

SEARCH RESULTS

This screenshot shows a search results page for "Benefits & Pensions (Group Insurance) Companies in Canada and USA". The search bar at the top has "Category (e.g. Pension)" and "Location (e.g. Toronto or ON or M1T 3V4)". Below the search bar, a "Search by Location instead" button is circled in red. The results list several companies with their logos, names, and contact information. Some companies have "Visit Website" links and "Company Profile" buttons. A sidebar on the right shows "Trending Topic in HR" and "Top Print Stories".

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

This screenshot shows a news article from the Canadian HR Newswire. The headline is "Employer confidence strong but salary increases conservative: Survey". Below the headline, a photo of a modern office building is shown. A "FEATURED SUPPLIER" box contains an article about "Bill 148 – Proposed Changes to Ontario Employment Law". The box includes a "LOGO" placeholder and a "VIEW IN BROWSER" link. A red circle highlights this "FEATURED SUPPLIER" box.

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

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

CANADIAN HR REPORTER | PRINT

This screenshot shows a page from the Canadian HR Reporter print edition. It features several columns of vendor profiles. At the top, there's a large red header with the "HR Vendors Guide" logo. Below it, sections include "ASSESSMENTS / PSYCHOLOGICAL TESTING" (Optimum Talent), "BENEFITS & PENSIONS (GROUP INSURANCE)" (Fasken Martineau DuMoulin LLP, First Advantage, Sun Life Financial), "COMPENSATION" (Accompass), "BACKGROUND SCREENING" (First Advantage Canada), and "ACCOMPASS" (Accompass). Each profile includes a company logo, name, address, and a brief description of their services.