

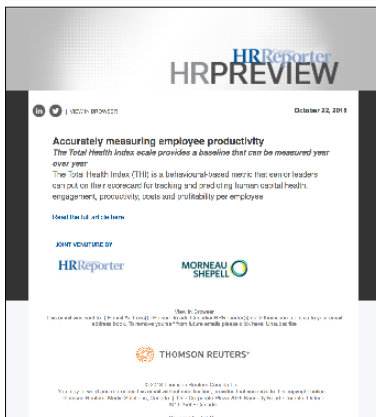
Sponsored Content

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) + Canadian HR Newswire Sponsor Spotlight | \$5,355 | \$7,630 |
| | | | |
| Canadian Employment Law Today | Full page - 310 words + 1/4 page ad or 390 (no ad) | \$985 | \$1,235 |
| 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 Joanne Richardson, Production Coordinator: 416-649-8818 | joanne.richardson@habpress.ca

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

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