





Book a banner ad in any of these editorial features by the corresponding deadline to reach thousands of targeted readers! Your banner ad will appear in the article for up to six months with a direct link to your web site!

See the Online Advertising rates for pricing.

## INSTITUTE OF PROFESSIONAL MANAGEMENT

Ste. 2210- 1081 Ambleside Drive, Ottawa, ON, K2B 8C8

> Tel: (613) 721-5957 or 1-888-441-0000 Toll Free

Fax: 1-866-340-3586

www.workplace.ca Email: info@workplace.ca

# ONLINE

Canada's premiere **Workplace** web site now averages over two million hits per month with a rapidly growing subscriber base to our online journal **Workplace Today**™ at www.workplace.ca, enabling you to reach your target audience with one (1) or two (2) clicks from our front page!

#### **BANNER ADS:**

All banner ads are 375 by 70 pixels including a link to your web site. We have two price options for 3 month and 6 month contracts:

#### **OPTION A**

- Workplace Today<sup>™</sup> Journal Home Page
- 3 month term \$995
- 6 month term \$1695

Add GST/HST to all prices.

### **OPTION B**

- Members Quarterly (Online)
- Feature Articles, Workplace Today™
- Members Directory (Online)
- 3 month term \$995
- 6 month term \$1295

**Listing under Workplace Resources:** Site partner package includes listing in a specific index category, individual full screen web page and a link to your web site: 6 month term: \$1195 - 12 month term: \$1895

EDITORIAL CALEND	AR Topics	Deadline for Artwork & Payment
January 2025	Artificial Intelligence in HR	Nov. 15, 2024
February 2025	Talent Management	Dec. 16, 2024
March 2025	Succession Planning	Jan. 15, 2025
April 2025	HR Tech	Feb. 14, 2025
May 2025	Employee Engagement	Mar. 14, 2025
June 2025	Learning and Development	Apr. 15, 2025
July 2025	Retaining Top Talent	May 15, 2025
August 2025	Hiring for Success	June 16, 2025
September 2025	Employees as Ambassadors	July 15, 2025
October 2025	Change Management	Aug. 15, 2025
November 2025	Building Soft Skills	Sep. 15, 2025
December 2025	Providing Feedback	Oct. 15, 2025