



GREAT ONLINE AND PRINT OPPORTUNITIES

Market & Media Information 2018–2019

www.workplace.ca

ONLINE GATEWAY TO CANADIAN MANAGEMENT AND
WORKPLACE RESOURCES

Workplace Today™ Online

THE CANADIAN JOURNAL OF WORKPLACE ISSUES,
PLANS AND STRATEGIES

Members Quarterly

PRINT QUARTERLY NEWSLETTER FOR IPM'S
FOUR PROFESSIONAL ASSOCIATIONS



INSTITUTE OF PROFESSIONAL MANAGEMENT

Contact Nathaly Pinchuk

Email: nat@workplace.ca

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

Find us on:



Visit www.workplace.ca to follow us.

ADVERTISE WITH IPM



MEMBERS
QUARTERLY



News,
Updates
and
Events



Summer 2018 Volume 16, No. 3

In Print

IPM Associations now publish a premiere *Members Quarterly* newsletter in Winter, Spring, Summer and Fall. It reaches 10,000 senior human resource and management professionals across Canada including members of the following associations:

- Association of Professional Recruiters of Canada
- Canadian Management Professionals Association
- Canadian Association of Assessment Specialists
- Canadian Professional Trainers Association



Reach
over 10,000 industry
leaders at the most
reasonable rates.

Space is limited so
advanced booking
is essential!

Publication Date Deadline: Art and Payment

Fall 2018	July 12, 2018
Winter 2019	October 10, 2018
Spring 2019	January 11, 2019
Summer 2019	April 12, 2019
Fall 2019	July 12, 2019
Winter 2020	October 8, 2019

Business Card	2" H by 3 ½" W	Rate - \$275
Page Strip	1 ½" H by 7 ⅝" W	Rate - \$495
Half Page	4 ½" H by 7 ⅝" W	Rate - \$775
Full Page	10 ⅞" H by 8 ⅜" W	Rate - \$1395
Inside Back Cover (page 15)	10 ⅞" H by 8 ⅜" W	Rate - \$1595
Insert Rates:	Flyer Rates - Single sheet flyer rates: \$0.18 per sheet, 10,000 sheets required	
	Brochure - Maximum 8 pages, \$0.45 each, 10,000 brochures required	



**INSTITUTE OF PROFESSIONAL
MANAGEMENT**

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

TECHNICAL SPECIFICATIONS:

Greyscale ads: JPG, TIF, PDF or PSD | Resolution - 300 DPI | Size 100%
Ads using MQ's 2nd colour must provide a channel-separated PDF
Full page ads bleed ⅛" all sides | Finished page size: 10 ⅞" H by 8 ⅜" W

Terms: All print advertising must be prepaid by production deadline.
No cancellations accepted after the closing date for space reservations.
Advertisers will be held responsible for non-payment of agency or broker accounts.
Surcharges: No charge for spot colour. All prices are based on providing a print-quality PDF or electronic artwork.

GST/HST is extra

Online

Canada's premiere **Workplace** web site now averages over a 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 link to your web site. We have two price options for 3 month and 6 month contracts:

OPTION A

Workplace Today™ Journal Home Page
 - 3 month term \$995
 - 6 month term \$1445

OPTION B

- Members Quarterly (Online)
 - Feature Articles, Workplace Today™
 - Members Directory (Online)
- 3 month term \$795
 - 6 month term \$1195

Add GST/HST to all prices

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: \$895 – 12 month term: \$1295

Event Listing in Workplace Events: Listing your event on workplace.ca Events page includes key details on your event, contact info and link to your web site. Contract rate for 6-month term: \$375

NEW! Contract rate for 3 or more events in one year: \$325 per event

Editorial Calendar

Month	Topics	Deadline for Artwork & Payment
September-18	Workplace wellness	July 8, 2018
October-18	AI - Automation and the workplace	August 8, 2018
November-18	Internal communications	September 7, 2018
December-18	Supporting staff through digital transformation	October 8, 2018
January-19	Employee engagement	November 8, 2018
February-19	Effective feedback	December 7, 2018
March-19	Workplace violence	January 8, 2019
April-19	Workforce planning	February 8, 2019
May-19	Social impact /corporate citizenship	March 8, 2019
June-19	Trends in employment law	April 8, 2019
July-19	C-Suite collaboration	May 8, 2019
August-19	Diversity and inclusion	June 7, 2019
September-19	Digital tools for workplace productivity	July 8, 2019
October-19	New approaches to employee learning	August 8, 2019
November-19	HR analytics	September 9, 2019
December-19	Promoting financial wellness in employees	October 8, 2019



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.

**All Web advertising contracts must be prepaid in full prior to placement.*

INSTITUTE OF PROFESSIONAL MANAGEMENT

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



Specials

IPM's Exclusive 2018–2019 Advertising Offers:

Book by **February 15, 2019 and SAVE!**

Print Advertising

Members Quarterly Newsletter
Circulation:

10,000 across Canada

Issues:

2018: Fall

2019: Winter, Spring, Summer, Fall

2020: Winter

❶ **Book three (3) ads of any size and get the 4th ad FREE**

Total cost for 4 ads:

Business card: \$825

Page strip: \$1485

Half Page: \$2325

Full Page: \$4185

Print ad pricing based on 300 dpi grayscale print quality PDF artwork.

❷ **Flyer Insert Special**

2018/2019: Price: \$0.15 per insert
(National Distribution cost \$1500)

All print advertising must be prepaid at time of booking. GST or HST extra.

Online Advertising

Workplace Today™ Online or
www.workplace.ca

Monthly average hits:
1.2 Million

Web site:
www.workplace.ca

❶ **Book Workplace Resources listing for a full year for \$995**
(Save \$300 - regular price \$1295)

❷ **Book Banner Ad on Members Quarterly front page for 6 months for \$895**
(Save \$300 - regular price \$1195)

GST or HST extra.



How do you take advantage of these incredible savings?

Contact Nathaly Pinchuk
at IPM

e-mail nat@workplace.ca
or by phone at
1-888-441-0000.

Don't delay - space is limited. Book your ads today!

All print and web advertising must be confirmed in writing by February 15, 2019 in order to qualify for these specials.

INSTITUTE OF PROFESSIONAL MANAGEMENT

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

NOTE:

Interested in exhibiting or sponsoring at the next series of
IPM One Day Conferences in Spring 2020?

E-mail us at info@workplace.ca to ensure your name is on the distribution list for exciting new options.