



GREAT ONLINE AND PRINT OPPORTUNITIES

# Market & Media Information 2019–2020

[www.workplace.ca](http://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

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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](http://WWW.WORKPLACE.CA) | EMAIL: [INFO@WORKPLACE.CA](mailto:INFO@WORKPLACE.CA)

Find us on:



Visit [www.workplace.ca](http://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

Spring 2019	January 11, 2019
Summer 2019	April 12, 2019
Fall 2019	July 12, 2019
Winter 2020	October 8, 2019
Spring 2020	January 10, 2020
Summer 2020	April 9, 2020

<b>Business Card</b>	2" H by 3 ½" W	<b>Rate</b> - \$275
<b>Page Strip</b>	1 ½" H by 7 ⅝" W	<b>Rate</b> - \$495
<b>Half Page</b>	4 ½" H by 7 ⅝" W	<b>Rate</b> - \$775
<b>Full Page</b>	10 ⅞" H by 8 ⅜" W	<b>Rate</b> - \$1395
<b>Inside Back Cover</b> (page 15)	10 ⅞" H by 8 ⅜" W	<b>Rate</b> - \$1595
<b>Insert Rates:</b>	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	



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### TECHNICAL SPECIFICATIONS:

Greyscale ads: JPG, TIF, PDF or PSD | Resolution - 300 DPI | Size 100%  
Ads using MQ's 2<sup>nd</sup> 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](http://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
February 2019	Effective feedback	December 7, 2018
March 2019	Workplace violence	January 8, 2019
April 2019	Workforce planning	February 8, 2019
May 2019	Social impact /corporate citizenship	March 8, 2019
June 2019	Trends in employment law	April 8, 2019
July 2019	C-Suite collaboration	May 8, 2019
August 2019	Diversity and inclusion	June 7, 2019
September 2019	Digital tools for workplace productivity	July 8, 2019
October 2019	New approaches to employee learning	August 8, 2019
November 2019	HR analytics	September 9, 2019
December 2019	Promoting financial wellness in employees	October 8, 2019
January 2020	Top HR Trends of 2020	November 8, 2019
February 2020	Employees as Brand Ambassadors	December 6, 2019
March 2020	Self-directed micro-learning	January 9, 2020
April 2020	Hiring for behaviours vs. competencies	February 10, 2020



**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.*

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# Specials

IPM's Exclusive 2019–2020 Advertising Offers:

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

## Print Advertising

Members Quarterly Newsletter  
**Circulation:**

10,000 across Canada

**Issues:**

2019: Spring, Summer, Fall

2020: Winter, Spring, Summer

❶ **Book three (3) ads of any size and get the 4<sup>th</sup> 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**

2019/2020: 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.

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## 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](mailto:info@workplace.ca) to ensure your name is on the  
distribution list for exciting new options.