



GREAT ONLINE AND PRINT OPPORTUNITIES

Market & Media Information 2020–2021

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 | EMAIL: INFO@WORKPLACE.CA

Find us on:



Visit www.workplace.ca to follow us.

ADVERTISE WITH IPM



MEMBERS QUARTERLY

37 YEARS

News, Updates and Events

APRC
Association of Professional Recruiters of Canada

CPTA
Canadian Professional Trainers Association





CAAS
Canadian Association of Assessment Specialists

CMPA
Canadian Management Professionals Association

Winter 2020 Volume 18 No. 1

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 2020	January 10, 2020
Summer 2020	April 9, 2020
Fall 2020	July 10, 2020
Winter 2021	October 8, 2020
Spring 2021	January 8, 2021
Summer 2021	April 8, 2021

Business Card	2" H by 3 1/2" W	Rate - \$275
Page Strip	1 1/2" H by 7 5/8" W	Rate - \$495
Half Page	4 1/2" H by 7 5/8" W	Rate - \$775
Full Page	10 7/8" H by 8 3/8" W	Rate - \$1395
Inside Back Cover (page 15)	10 7/8" H by 8 3/8" 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	



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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 1/8" all sides | Finished page size: 10 7/8" H by 8 3/8" 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
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 6, 2020
April 2020	Hiring for behaviours vs. competencies	February 6, 2020
May 2020	HR & Personalisation	March 6, 2020
June 2020	Building Trust at Work	April 7, 2020
July 2020	Professional Development	May 6, 2020
August 2020	Multi-Generational Workforce	June 5, 2020
September 2020	Engaging Staff with your Mission	July 6, 2020
October 2020	Streamlining Communications	August 6, 2020
November 2020	AI and Automation	September 3, 2020
December 2020	Continuous Learning	October 6, 2020
January 2021	Top HR Trends of 2021	November 5, 2020
February 2021	Building Negotiation Skills	December 4, 2020
March 2021	Workplace Culture	January 5, 2021
April 2021	HR Jobs of the Future	February 5, 2021
May 2021	Managing a Remote Workforce	March 5, 2021
June 2021	Reskilling Jobs	April 6, 2021



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 2020-2021 Advertising Offers:

Book by **February 14, 2020 and SAVE!**

Print Advertising

Members Quarterly Newsletter
Circulation:

10,000 across Canada

Issues:

2020: Spring, Summer, Fall

2021: Winter, Spring, Summer

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**

2020/2021: 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.

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

All print and web advertising must be confirmed in writing by **February 14, 2020** in order to qualify for these specials.



*How do you
take advantage of these
incredible savings?*

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at IPM

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NOTE:

Interested in exhibiting or sponsoring at IPM's
2020 One Day Conferences?

Limited spots left in all 5 locations.

Exhibit rates as low as \$475...

For complete details, go to WWW.WORKPLACE.CA,
click on Advertising