

# 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

The screenshot shows the homepage of workplace.ca, which is a division of The Institute of Professional Management. The page features a navigation menu with links to home, training, laws, workplace today, resources, events, library, encyclopedia, advertising, and contacts. There are several article teasers with titles like 'Encyclopedia', 'Psychological Safety', 'Mental Health', and 'Decision Hurts Workers'. The page also includes social media links for Facebook and LinkedIn, and a 'Follow @workplaceca' button. At the bottom, there is a copyright notice for IPM Management Training and Development Corporation.



**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

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