



GREAT ONLINE AND PRINT OPPORTUNITIES

Market & Media Information 2022–2023

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

39 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

March 2022 Volume 26, 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 2022	January 10, 2022
Summer 2022	April 8, 2022
Fall 2022	July 8, 2022
Winter 2023	October 7, 2022
Spring 2023	January 10, 2023
Summer 2023	April 6, 2023

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	



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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 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

Add GST/HST to all prices

OPTION B

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

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

Issue	Topics	Deadline for Artwork & Payment
January 2022	Top HR Trends of 2022	November 5, 2021
February 2022	Improving the Job Applicant Experience	December 6, 2021
March 2022	Healthy Corporate Cultures	January 5, 2022
April 2022	New HR Technologies	February 7, 2022
May 2022	Agile Performance Reviews	March 7, 2022
June 2022	Peer to Peer Learning	April 6, 2022
July 2022	Internal Recruitment	May 6, 2022
August 2022	Managing Multiple Generations	June 6, 2022
September 2022	Revamping Employee Benefits	July 6, 2022
October 2022	HR & Your Company's Climate Goals	August 5, 2022
November 2022	Cybersecurity and Remote Work	September 6, 2022
December 2022	Employee Wellness	October 6, 2022
January 2023	Top HR Trends of 2023	November 4, 2022
February 2023	Virtual Reality Training	December 6, 2022
March 2023	Keeping the Human in HR	January 5, 2023
April 2023	Fostering Company Culture	February 6, 2023
May 2023	Recruiting for Soft Skills	March 6, 2023
June 2023	Employee Experience	April 6, 2023



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

Spectacular Savings!

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

All print and web advertising must be confirmed in writing by **March 1, 2022** in order to qualify and **save up to \$1600!**

IPM's Exclusive 2022-2023 Advertising Offers:
Book by March 1, 2022 and SAVE!

Print Advertising

Members Quarterly Newsletter
Circulation:

10,000 across Canada

Issues:

2022: Spring, Summer, Fall

2023: Winter, Spring, Summer

❶ Book two (2) ads of any size and get the 3rd ad FREE

Total cost for 3 ads:

Business card: \$550

Page strip: \$990

Half Page: \$1550

Full Page: \$2790

Inside back cover (pg. 15): \$3190

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

❷ Flyer Insert Special

2022/2023: Price: \$0.12 per insert
(National Distribution cost \$1200)

— Save \$600!

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 \$795
(Save \$500 - regular price \$1295)**

**❷ Book Banner Ad on Members Quarterly front page for 6 months for \$795
(Save \$400 - regular price \$1195)**

GST or HST extra.



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

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at IPM

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*We understand that this
is a challenging time.
To help you reach your
target audience we have
drastically reduced print
and advertising options
to accommodate all
budgets.*