

MEDIA KIT



Your access to Manitoba's HR industry!

*HRmatters magazine
HR Matters Weekly eNewsletter*

www.cphrmb.ca

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS

CPHR
Manitoba

Reach Manitoba's HR professionals year round!



The CPHR Manitoba Advantage

- Formerly known as the Human Resource Management Association of Manitoba, CPHR Manitoba is the designated **voice** of the human resource profession in Manitoba, with more than **1,200 members**.
- The human resources and benefits administration industry in Manitoba total approximately **\$165.9 million** in revenue annually.*
- We represent a diverse membership ranging from executives to students and our **members work in a variety of fields** including:
 - Aerospace
 - Call Centres
 - Engineering
 - Finance
 - Hospitality
 - Manufacturing
 - Pharmaceutical
 - Retail
 - Service & Transportation

HRmatters magazine

In print & online!

www.naylornetwork.com/hmm-nxt/



HR Matters Weekly eNewsletter

www.naylornetwork.com/hmm-nwl/



**Connect with Manitoba's HR community.
Contact your Naylor account executive today!**

CPHR Manitoba

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Colour Rates	1x	2x
Double-Page Spread	\$2,749.50	\$2,609.50
Outside Back Cover	\$2,639.50	\$2,549.50
Inside Front or Inside Back Cover	\$2,449.50	\$2,359.50
Full Page	\$1,799.50	\$1,709.50
1/2-page Island	\$1,549.50	\$1,469.50
1/2 Page	\$1,499.50	\$1,419.50
1/3 Page	\$1,029.50	\$979.50
1/4 Page	\$849.50	\$809.50
1/8 Page	\$569.50	\$539.50

Black-and-White Rates	1x	2x
Full Page	\$1,489.50	\$1,419.50
1/2 Page	\$1,219.50	\$1,159.50
1/3 Page	\$749.50	\$709.50
1/4 Page	\$689.50	\$659.50
1/8 Page	\$399.50	\$379.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
 This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities - (magazine only)

Digital Sponsorship with Toolbar | \$750

Skyscraper | \$675

Belly Band | \$550

Leaderboard | \$675

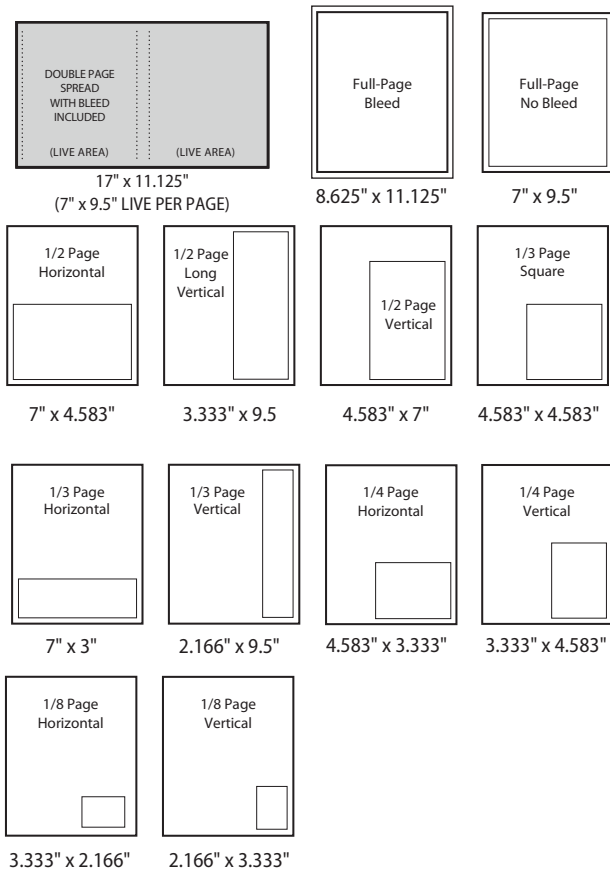
Online Specifications - For more information, visit: www.naylor.com/onlinespecs



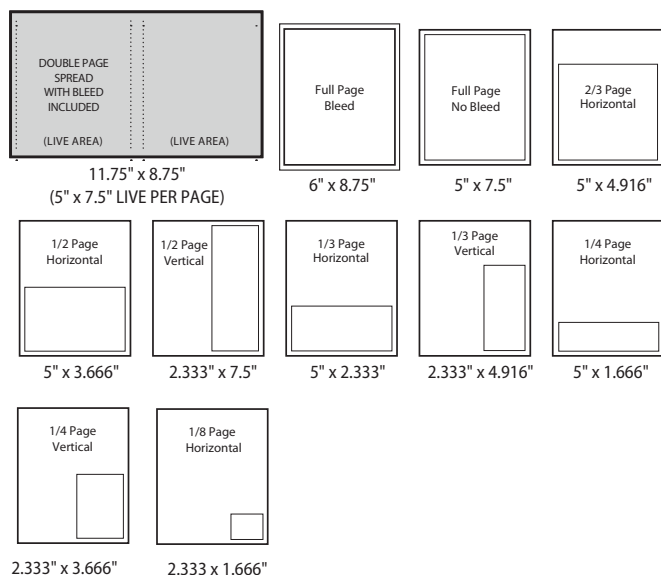
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (Rates as of October 2017)

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Magazine:

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Roster:

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert

Magazine

1 Pg / 1 Surface 8.375" x 10.875" 1 Pg / 2 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875" Postcards 6" x 4.25"
Heavy Card Stock Insert 8.25" x 10.75" Postal flyersheets 8.5" x 11"

Roster

1 Pg / 2 Surface 5.75" x 8.5" Postal flyersheets 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5" Heavy Card Stock Insert 5.25" x 8.25"
Postcards 6" x 4.25"

Digital Edition - magazine only

For more information, visit:

www.naylor.com/onlinespecs

Digital Edition – www.naylor.com/hmm-nxt

In addition to print, *HRmatters* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is e-mailed to readers as well as posted on the CPHR Manitoba's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsor Max | \$750

INCLUDES THE DIGITAL TOOLBAR POSITION

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar | *FREE WITH SPONSORSHIP*

Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

Digital Leaderboard | \$675

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

Digital Skyscraper | \$675

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Belly Band | \$550

Your company will be featured in *HRmatters* as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

HR Matters Weekly

About our eNewsletter- www.naylor.com/hmm-nwl

Now more than ever, professionals consume information on the go. Our *HR Matters Weekly* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

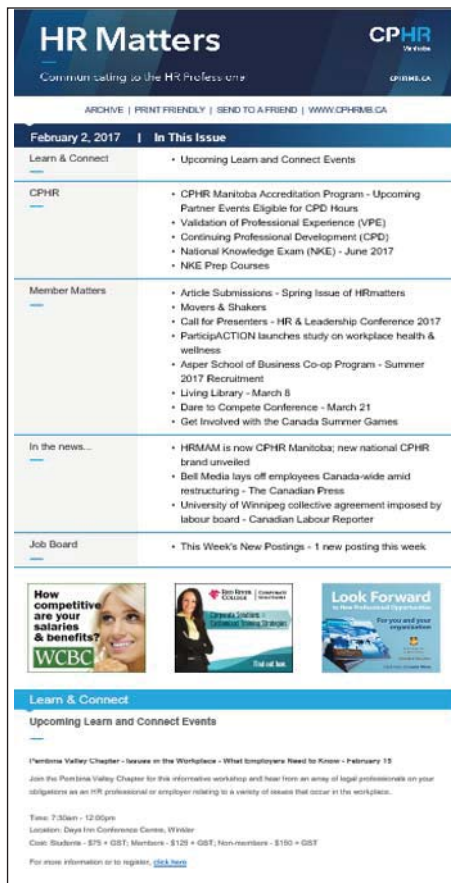
Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of nearly 1,200 decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CPHR Manitoba publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



HR Matters Weekly traffic numbers:

- Over 1,084 total opens per issue
 - Over 460 unique opens per issue
- * stats pulled from 05/2017 - 11/2017



Rectangles (180 x 150 pixels)

12 Months | \$2,765 6 Months | \$1,575 3 Months | \$865

- Only nine (9) spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed weekly Sections include

- Learn & Connect
- CPHR
- Member Matters
- In the News
- Job Board

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