

# CPHR

Manitoba

MEDIA KIT



## CPHR Manitoba

*HRmatters* magazine  
CPHR Manitoba Membership Roster  
and Resource Guide  
HR Matters Weekly eNewsletter



FOR MORE INFORMATION, PLEASE CONTACT:

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[www.cphrmb.ca](http://www.cphrmb.ca)

**NAYLOR**   
ASSOCIATION SOLUTIONS

**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/](http://www.naylornetwork.com/hmm-nxt/)



### **HR Matters Weekly eNewsletter**

[www.naylornetwork.com/hmm-nwl/](http://www.naylornetwork.com/hmm-nwl/)



### **CPHR Manitoba Membership Roster and Resource Guide**



**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

<b>Full-Colour Rates</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
Double-Page Spread	\$2,749.50	\$2,609.50	\$2,469.50
Outside Back Cover	\$2,639.50	\$2,549.50	\$2,459.50
Inside Front or Inside Back Cover	\$2,449.50	\$2,359.50	\$2,269.50
Full Page	\$1,799.50	\$1,709.50	\$1,619.50
1/2-page Island	\$1,549.50	\$1,469.50	\$1,389.50
1/2 Page	\$1,499.50	\$1,419.50	\$1,349.50
1/3 Page	\$1,029.50	\$979.50	\$929.50
1/4 Page	\$849.50	\$809.50	\$759.50
1/8 Page	\$569.50	\$539.50	\$509.50

<b>Black-and-White Rates</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
Full Page	\$1,489.50	\$1,419.50	\$1,339.50
1/2 Page	\$1,219.50	\$1,159.50	\$1,099.50
1/3 Page	\$749.50	\$709.50	\$669.50
1/4 Page	\$689.50	\$659.50	\$619.50
1/8 Page	\$399.50	\$379.50	\$359.50

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** | \$775

**Skyscraper** | \$675

**Belly Band** | \$550

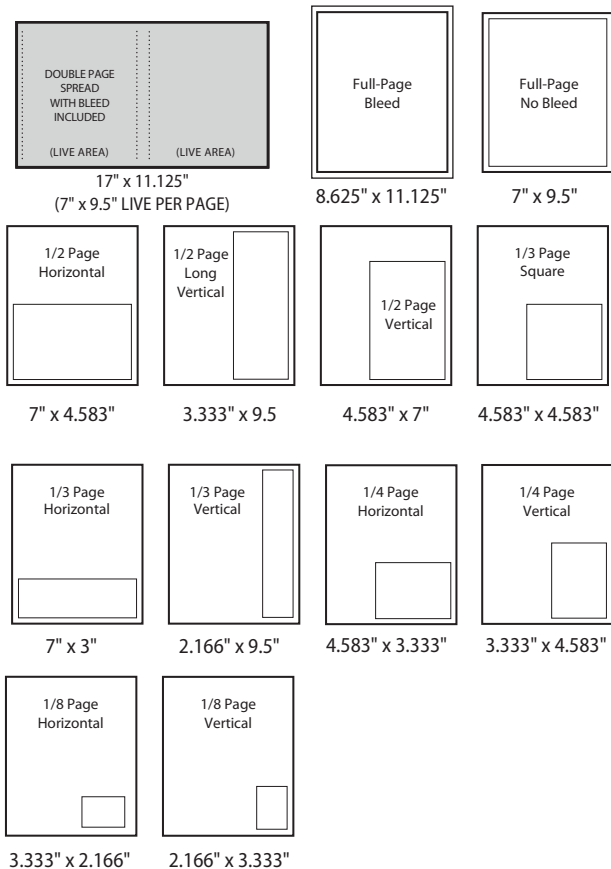
Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)



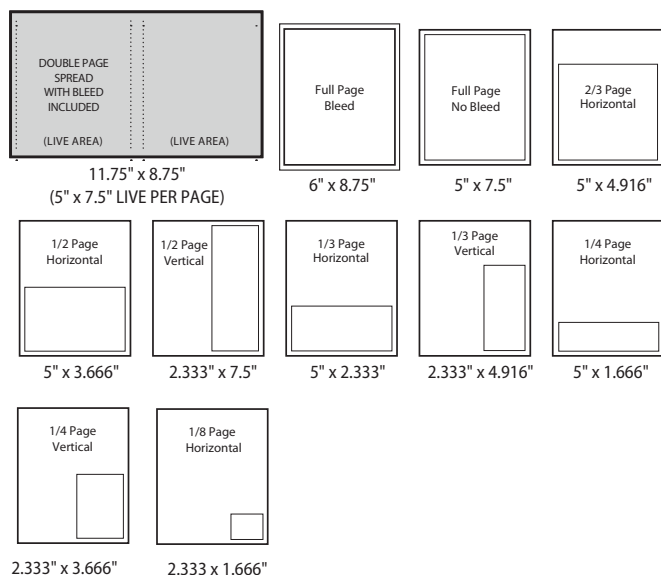
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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 August 2016)

## 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](http://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/Inserts

### 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](http://www.naylor.com/onlinespecs)

## Digital Edition – [www.naylor.com/hmm-nxt](http://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.*

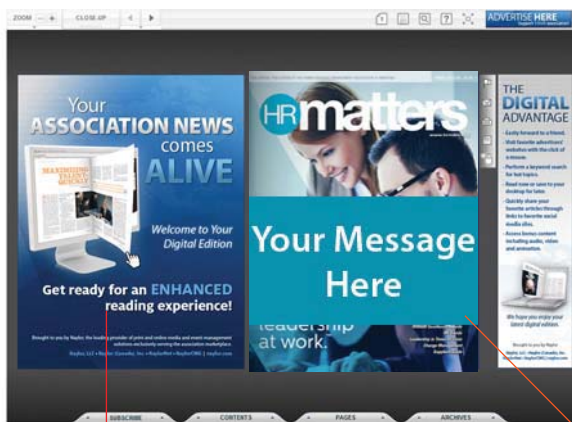
### Readers can:

- 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 Toolbar (250 x 50 pixels) | FREE WITH SPONSORSHIP

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

### Digital Skyscraper (200 x 783 pixels) | \$675.00

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

### Digital Belly Band (603 x 324 pixels) | \$550.00

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](http://www.naylor.com/onlinespecs)

### Digital Sponsor Max (543 x 705 pixels) | \$750.00

**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.

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This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# HR Matters Weekly

## About our eNewsletter- [www.naylor.com/hmm-nwl](http://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 receives on average:

- Over 1,120 total opens per issue
- Over 450 unique opens per issue
- Average of 124 clicks per issue

\*traffic numbers from 8/16 - 2/17

**HR Matters** CPHR Manitoba  
Community of the HR Professionals

ARCHIVE | PRINT FRIENDLY | SEND TO A FRIEND | WWW.CPHR.MB.CA

February 2, 2017 | In This Issue

**Learn & Connect**

- Upcoming Learn and Connect Events

**CPHR**

- CPHR Manitoba Accreditation Program - Upcoming Partner Events Eligible for CPD Hours
- Validation of Professional Experience (VPE)
- Continuing Professional Development (CPD)
- National Knowledge Exam (NKE) - June 2017
- NKE Prep Courses

**Member Matters**

- Article Submissions - Spring Issue of HRMatters
- Movers & Shakers
- Call for Presenters - HR & Leadership Conference 2017
- ParticipACTION launches study on workplace health & wellness
- Asper School of Business Co-op Program - Summer 2017 Recruitment
- Living Library - March 8
- Dare to Compete Conference - March 21
- Get Involved with the Canada Summer Games

**In the news...**

- HRMAM is now CPHR Manitoba; new national CPHR brand unveiled
- Bell Media lays off employees Canada-wide amid restructuring - The Canadian Press
- University of Winnipeg collective agreement imposed by labour board - Canadian Labour Reporter

**Job Board**

- This Week's New Postings - 1 new posting this week

**Advertisements:**

- How competitive are your salaries & benefits?** (WCBC)
- Don't Miss | Connect** (CPHR)
- Look Forward** (CPHR)

**Learn & Connect**

Upcoming Learn and Connect Events

**Winnipeg Valley Chapter - Issues on the Workplace - What Employers Need to Know - February 13**

Join the Winnipeg Valley Chapter for this informative workshop and hear from an array of legal professionals on your obligations as an HR professional or employer relating to a variety of issues that occur at the workplace.

Time: 7:30am - 12:05pm  
Location: Days Inn Conference Centre, Winkler  
Cost: Students - \$75 + GST; Members - \$125 + GST; Non-members - \$150 + GST

For more information or to register, [click here](#)

### 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

Online Specifications - For more information, visit: [www.naylor.com/online specs](http://www.naylor.com/online specs)

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## Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the CPHR Manitoba and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CPHR Manitoba.

Accountants Now	Manitoba Institute of Trades and Technology
Aon Hewitt	Manitoba Physiotherapy Association
AQ Group Solutions	Manitoba START
Asper School of Business	McFadden Benefits & Pension, Ltd.
Balmoral Hall School	McFadden Benefits & Pension, Ltd.
Belton Boisselle, Ltd.	Manitoba Physiotherapy Association
Canadian HR Press	McFadden Benefits & Pension, Ltd.
Centre For Labour-Management Development (Canada) Inc.	Mercer(Canada), Ltd.
Certified Management Accountants of Manitoba	MNP LLP
Change Innovators Inc.	Occupational Rehabilitation Group of Canada
Commissionaires Manitoba	Options for Success Inc.
CPA Canada	Payworks
Crisis & Trauma Resource Institute Inc.	Psychometrics Canada, Ltd.
D.L.G.L., Ltd.	Queen's University IRC
Dale Carnegie Training Of Manitoba	RBC Convention Centre
Danny's Whole Hog Barbeque & Smokehouse	Recruit FAST Media
Drake International	Red River College
Edwards School of Business	Resolution Skills Centre
Eclectic Communications	SAFE Work Manitoba
Enabling Access	Safety at Work
Enigma Escapes	Safety Services Manitoba
Facilitated Solutions	Safeway Pharmacy
Fitter International Inc.	Sirius Benefit Plans
Float.Calm	SmarterU.com
Green Action Centre	Staffmax Staffing and Recruiting
Group Benefits Consulting Of Canada Inc.	StarGarden Corporation
Hay Group, Ltd.	SterlingBackcheck
HR Inc.	TalentCor, a division of Design Group Staffing Inc.
HR Strategies	Taylor McCaffrey LLP
HUB International STRATA Benefits Consulting	The Canadian Payroll Association
Human Synergistics Canada	The co-operators
Insights Learning & Development Vancouver	The Institute of Corporate Directors
Interpersonal Wellness Services Inc.	The University of Manitoba
IPM - Institute of Professional Management	The Wellness Institute at Seven Oaks General Hospital
jobWings Careers	ThirdQuarter
Johnston Group	Thompson Dorfman Sweatman
Kronos Canadian Systems Inc.	Venngo
Legacy Bowes Group	Western Compensation & Benefits Consultants
Life Benefits Solutions Inc.	Whitehall Bureau of Canada, Ltd.
Manitoba Blue Cross	Workers Compensation Board

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Absence & Disability Management                | <input type="checkbox"/> HR Information Systems                           | <input type="checkbox"/> Property Management                    |
| <input type="checkbox"/> Accounting & Financial Services                | <input type="checkbox"/> HR Resource Materials                            | <input type="checkbox"/> Recognitions/Promotions                |
| <input type="checkbox"/> Alcohol & Drug Testing                         | <input type="checkbox"/> Human Resource Professional Development          | <input type="checkbox"/> Recruitment Services                   |
| <input type="checkbox"/> Arbitration & Mediation                        | <input type="checkbox"/> Immigration Consulting                           | <input type="checkbox"/> Rehabilitation Services & Consultants  |
| <input type="checkbox"/> Audiovisual Equipment/Services                 | <input type="checkbox"/> Information Management Consulting Services       | <input type="checkbox"/> Relocation Services                    |
| <input type="checkbox"/> Benefits & Pension Consultants                 | <input type="checkbox"/> Information Technology Education                 | <input type="checkbox"/> Retirement & Financial Planning        |
| <input type="checkbox"/> Career & Outplacement Consultants              | <input type="checkbox"/> Investigative Services                           | <input type="checkbox"/> Safety & Recognition Awards            |
| <input type="checkbox"/> Catering Services                              | <input type="checkbox"/> IT Staffing Specialists                          | <input type="checkbox"/> Safety Consultants & Training          |
| <input type="checkbox"/> Coaching                                       | <input type="checkbox"/> Labour & Employment Law                          | <input type="checkbox"/> Salary Surveys                         |
| <input type="checkbox"/> Computer Training/Consulting                   | <input type="checkbox"/> Leadership Development                           | <input type="checkbox"/> Sales Training                         |
| <input type="checkbox"/> Conflict Management                            | <input type="checkbox"/> Legal Services                                   | <input type="checkbox"/> Staff Retention & Succession Planning  |
| <input type="checkbox"/> E-Learning                                     | <input type="checkbox"/> Management Consulting                            | <input type="checkbox"/> Staffing Agencies                      |
| <input type="checkbox"/> Employee Assessment & Testing                  | <input type="checkbox"/> Marketing Research & Employee Surveys            | <input type="checkbox"/> Staffing Solutions                     |
| <input type="checkbox"/> Employee Communication                         | <input type="checkbox"/> Mentoring  | <input type="checkbox"/> Team Building                          |
| <input type="checkbox"/> Employee Assistance Programs                   | <input type="checkbox"/> Occupational Health Services                     | <input type="checkbox"/> Temporary Recruitment                  |
| <input type="checkbox"/> Employee Benefits                              | <input type="checkbox"/> Online Recruiting                                | <input type="checkbox"/> Trade Show Displays                    |
| <input type="checkbox"/> Employee Health Rehabilitation                 | <input type="checkbox"/> Organizational Consultants                       | <input type="checkbox"/> Training & Organizational Development  |
| <input type="checkbox"/> Employee Recognition & Service Awards          | <input type="checkbox"/> Payroll & HR Systems                             | <input type="checkbox"/> Training Consultants & Seminars        |
| <input type="checkbox"/> Employment Agencies                            | <input type="checkbox"/> Payroll Benefits & Employee Services Outsourcing | <input type="checkbox"/> Training Programs - Design & Delivery  |
| <input type="checkbox"/> Environmental Health                           | <input type="checkbox"/> Pension & Benefits                               | <input type="checkbox"/> Training Programs - Resource Materials |
| <input type="checkbox"/> Ergonomics                                     | <input type="checkbox"/> Performance Management                           | <input type="checkbox"/> Wellness                               |
| <input type="checkbox"/> Event Planners                                 | <input type="checkbox"/> Photo Identification                             | <input type="checkbox"/> Workplace Dispute Resolution           |
| <input type="checkbox"/> Fitness & Wellness Consultants                 | <input type="checkbox"/> Post-Secondary Education Programs                | <input type="checkbox"/> Workplace Health & Safety              |
| <input type="checkbox"/> Florists                                       | <input type="checkbox"/> Professional Associations                        | <input type="checkbox"/> Workplace Training & Development       |
| <input type="checkbox"/> Group Benefits, Insurance & Retirement Savings | <input type="checkbox"/> Project Management Training & Consulting         |   |
| <input type="checkbox"/> Health & Wellness                              |   |   |
| <input type="checkbox"/> Health Benefits                                |   |   |
| <input type="checkbox"/> HR & Business Conferences                      |   |   |
| <input type="checkbox"/> HR Consulting Services                         |   |   |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ **Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_