



GREAT ONLINE AND PRINT OPPORTUNITIES

Market & Media Information 2018

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

30 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

Find us on:

Feb. 2016 Volume 14, No. 4

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 2018	January 12, 2018
Summer 2018	April 12, 2018
Fall 2018	July 12, 2018
Winter 2019	October 12, 2018
Spring 2019	January 11, 2019
Summer 2019	April 12, 2019
Fall 2019	July 12, 2019

Business Card	2" H by 3 1/2" W	Rate - \$265
Page Strip	1 1/2" H by 7 5/8" W	Rate - \$465
Half Page	4 1/2" H by 7 5/8" W	Rate - \$695
Full Page	10 7/8" H by 8 3/8" W	Rate - \$1295
Inside Back Cover (page 15)	10 7/8" H by 8 3/8" W	Rate - \$1465

Insert Rates: **Flyer Rates** - Single sheet flyer rates: \$0.18 per sheet, 10,000 sheets required
Brochure - Maximum 8 pages, \$0.42 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 \$895
- 6 month term \$1345

OPTION B

- Members Quarterly (Online)
- Feature Articles, Workplace Today™
- Members Directory (Online)
- 3 month term \$695
- 6 month term \$1095

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: \$795 – 12 month term: \$1195

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: \$345

NEW! Contract rate for 3 or more events in one year: \$295 per event

Editorial Calendar

Month	Topics	Deadline for Artwork & Payment
February-18	Coaching & Mentoring	December 8, 2017
March-18	Employee Recognition.	January 8, 2018
April-18	Ethical Workplaces	February 8, 2018
May-18	Competition for Talent.	March 8, 2018
June-18	Management - Leadership Development.	April 8, 2018
July-18	Recruitment and Retention.	May 8, 2018
August-18	Real Time/Agile Performance Reviews	June 7, 2018
September-18	Workplace Wellness.	July 8, 2018
October-18	A.I. - Automation and the Workplace.	August 8, 2018
November-18	Workforce Readiness	September 9, 2018
December-18	Supporting Staff via Digital Transformations.	October 8, 2018
January-19	Employee Engagement	November 8, 2018
February-19	Effective Feedback.	December 9, 2018
March-19	Workplace Violence.	January 8, 2019
April-19	Workforce Planning.	February 8, 2019



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 2018 Advertising Offers:
*Book by **February 9, 2018 and SAVE!***

Print Advertising

Members Quarterly Newsletter
Circulation:

10,000 across Canada

Issues:

2018: Spring, Summer, Fall

2019: Winter, Spring, Summer, Fall

❶ **Book three (3) ads of any size and get the 4th ad FREE**

Total cost for 4 ads:

Business card: \$795

Page strip: \$1395

Half Page: \$2085

Full Page: \$3885

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

❷ **Flyer Insert Special**

2018/2019: 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

❸ **Book Workplace Resources listing for a full year for \$895**
(Save \$300 - regular price \$1195)

❹ **Book Banner Ad on Members Quarterly front page for 6 months for \$795**
(Save \$300 - regular price \$1095)

GST or HST extra.



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

Contact Nathaly Pinchuk
at IPM

e-mail nat@workplace.ca
or by phone at
1-888-441-0000.

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

All print and web advertising must be confirmed in writing
by February 9, 2018 in order to qualify for these specials.

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NOTE:

**Interested in exhibiting or sponsoring at an IPM Conference?
Reach up to 130 delegates per event in your choice
of 5 locations. Rates as low as \$475 per conference.**

Go to: www.workplace.ca

(Click on Advertising - See Sponsorships/Exhibits)