



Maximize your exposure in a narrowing field of HR media solutions across Canada!

Discover the 2017 Marketing Opportunities with IPM / www.workplace.ca

- Find out about our **Print** advertising options with IPM Associations Members Quarterly Newsletter (print distribution 10,000 copies per issue and also available online at www.workplace.ca.)
- Check out our **Special Offers**. Take advantage of our special one page flyer inserts at the reduced rate of \$0.15 (\$1500 for National Distribution)
- Learn about our **Online** advertising options on Canada's premiere Workplace web site averaging over a million hits per month with a rapidly growing subscriber base to our online journal Workplace Today™ at www.workplace.ca.
- **Sponsor an event and exhibit** at IPM's Annual One Day Conferences across Canada with rates starting as low as \$475! Our exhibitors are in the main session ballroom with our delegates for the entire day. We limit the maximum number of sponsors/exhibitors to four per location, confirmed on a first come, first served basis.

IPM offers the most competitive rates in the industry. Reach **your** targeted audience of senior HR and management professionals through IPM! We look forward to assisting you with your marketing needs.

Nathaly Pinchuk
Executive Director
IPM – Institute of Professional Management
email: nat@workplace.ca

INSTITUTE OF PROFESSIONAL MANAGEMENT

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





GREAT ONLINE AND PRINT OPPORTUNITIES

Market & Media Information 2017

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



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Contact Nathaly Pinchuk

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Find us on:



Visit www.workplace.ca to follow us.

ADVERTISE WITH IPM



MEMBERS QUARTERLY

30 YEARS
1984-2014

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:

www.membersquarterly.ca

Fall 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
Winter 2017	October 14, 2016
Spring 2017	January 12, 2017
Summer 2017	April 12, 2017
Fall 2017	July 12, 2017
Winter 2018	October 12, 2017
Spring 2018	January 12, 2018
Summer 2018	April 12, 2018

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 PSD or 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 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
October 2016	Workplace Safety	August 11, 2016
November 2016	Pension Models/Retirement	September 9, 2016
December 2016	Labour Relations	October 11, 2016
January 2017	Strategic Organizational Design	November 10, 2016
February 2017	Corporate Culture	December 9, 2016
March 2017	Training/Career Development	January 10, 2017
April 2017	Changing Role of HR	February 10, 2017
May 2017	People Analytics	March 10, 2017
June 2017	Internal Communications	April 10, 2017
July 2017	HR & the "Gig" Economy	May 10, 2017
August 2017	Trends in Health and Wellness	June 12, 2017
September 2017	Inclusion in the Workplace	July 10, 2017
October 2017	Smart (Digital) Workplaces	August 10, 2017
November 2017	Bridging the Skills Gap	September 12, 2017
December 2017	Trends in Employment Law	October 10, 2017



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 2017 Advertising Offers:
*Book by **February 10, 2017 and SAVE!***

Print Advertising

Members Quarterly Newsletter
Circulation:

10,000 across Canada

Issues:

2017: Winter, Spring, Summer, Fall
2018: Winter, Spring, Summer

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 camera ready black and white 300 dpi PDF artwork.

❷ **Flyer Insert Special**

2017/2018: 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

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

❷ **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 10, 2017 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)