



# SPECTACULAR SAVINGS!

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

All print and web advertising must be confirmed in writing by **February 15, 2021** in order to qualify and **save up to \$1600!**

IPM's Exclusive 2021-2022 Advertising Offers:  
*Book by **February 15, 2021 and SAVE!***



*How do you take advantage of these incredible savings?*  
Contact Nathaly Pinchuk at IPM  
e-mail [nat@workplace.ca](mailto:nat@workplace.ca) or by phone at 1-888-441-0000.

## PRINT ADVERTISING

Members Quarterly Newsletter  
*Circulation:*

10,000 across Canada

*Issues:*

2021: Spring, Summer, Fall

2022: Winter, Spring, Summer

❶ **Book two (2) ads of any size and get the 3<sup>rd</sup> 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**

2021/2022: 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](http://www.workplace.ca)

*Monthly average hits:*  
1.2 Million

*Web site:*

[www.workplace.ca](http://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.

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

### INSTITUTE OF PROFESSIONAL MANAGEMENT

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