



**HRPA
Media Kit &
Rate Card**

2019

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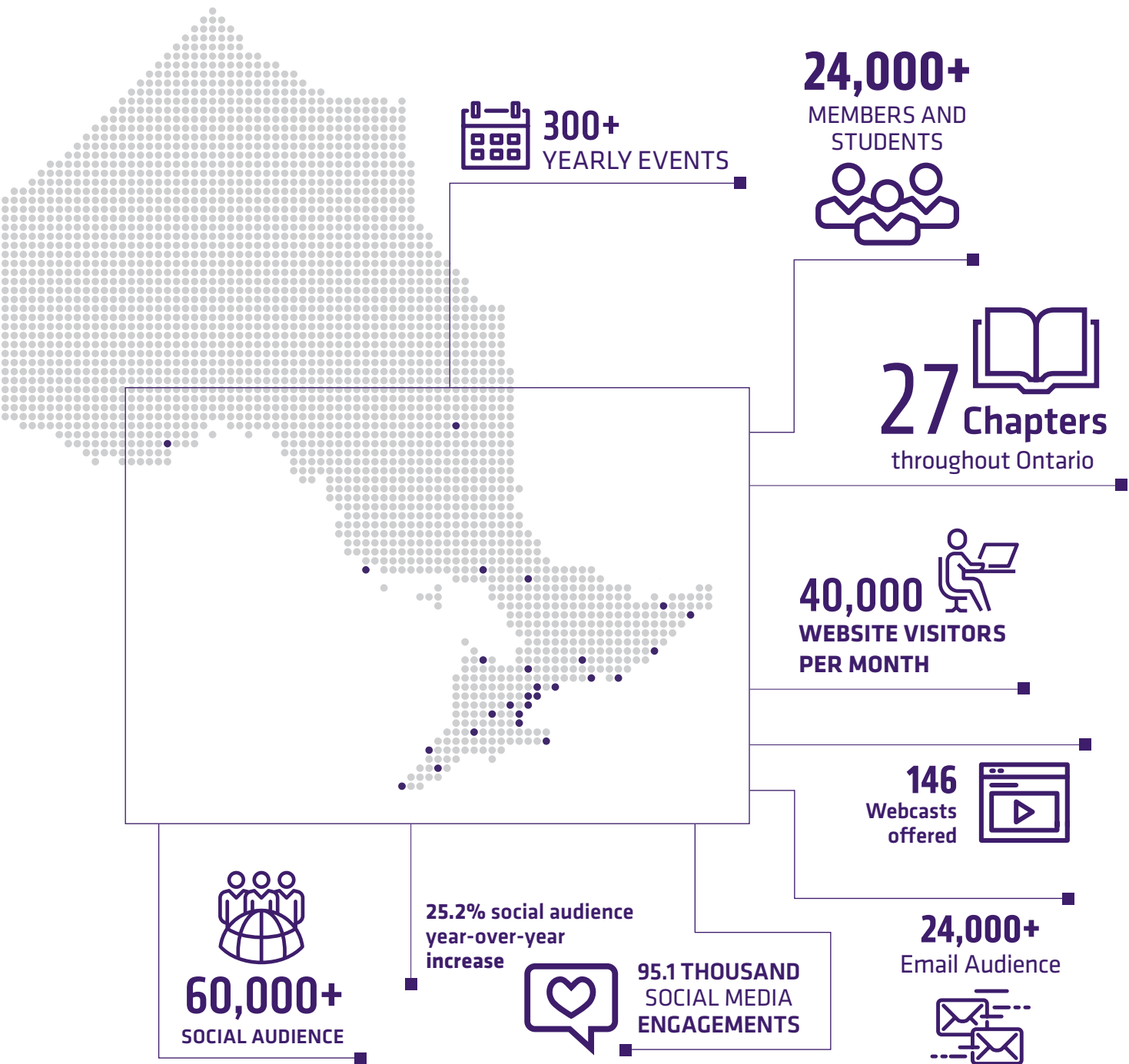
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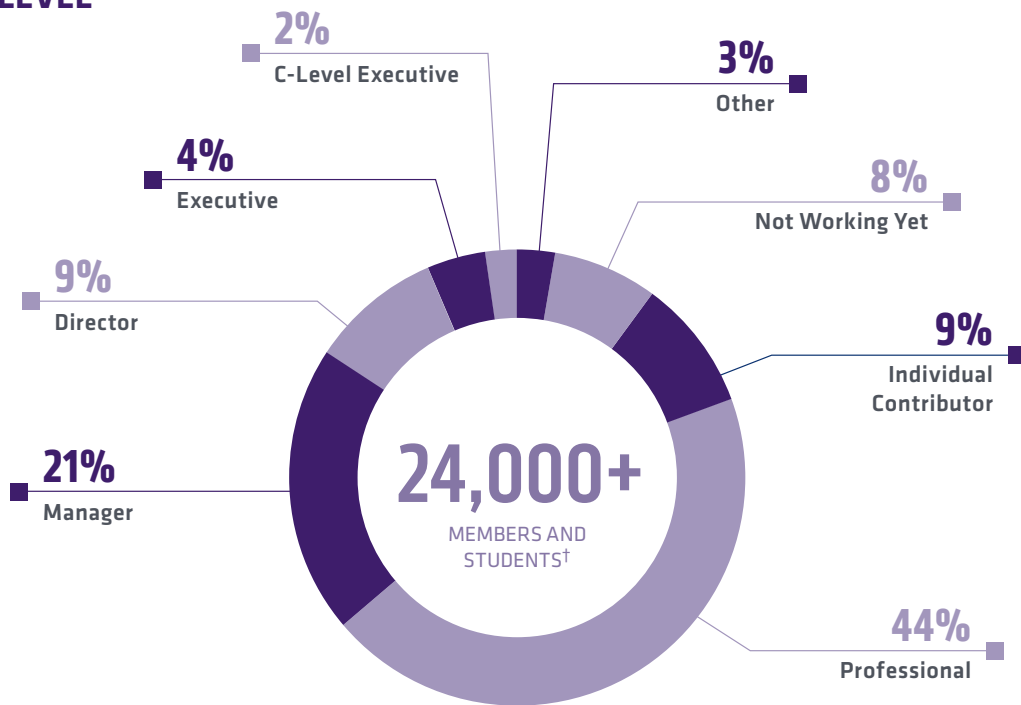
An Exclusive Audience

The Human Resources Professionals Association (HRPA) is the regulatory association for HR Professionals in Ontario with more than 24,000 members and students.



Numbers as of 2018

JOB LEVEL*



KEY INDUSTRIES REPRESENTED BY OUR MEMBERS



*Numbers as of 2018

†Percentages rounded to whole numbers

Advertising Opportunities

WHY ADVERTISE?

Advertising with HRPA provides your company with a high impact platform to strategically connect with a captive HR audience. HRPA offers a range of advertising opportunities, one of which is certain to attract the audience you want to reach.

ADVERTISING BENEFIT HIGHLIGHTS

- Cost-effective way to reach, demonstrate thought leadership and engage your target audience
- Strategic opportunity to raise awareness, re-position or create interest in your brand, product or service
- Advertising package can be tailored specifically to your business objectives with a range of exclusive opportunities

ADVERTISING OPPORTUNITIES

HRPA eNewsletters

HRPA.ca

HireAuthority.ca

HRProfessionalnow.ca

Suppliers Guide

HRPA eNewsletter

To maximize your exposure and capture the attention of HRPAs membership, take advantage of the Association's most lucrative marketing opportunity: **the weekly HRPAs e-newsletters**.

More than 24,000 HRPAs members and students will receive an e-newsletter featuring your company's banner advertising **every week**, totalling up to **24,000+ potential views** of your brand aligned with HRPAs.

Stand out with exclusive advertising! Space is purchased in one-week blocks. Only **THREE** advertisers will be allotted space each week. These exclusive positions are sold on a first-come, first-served basis.

AUDIENCE*

24,000+
HRPA MEMBERS
& STUDENTS



Thursday:

OVER 30%
OPEN RATE



24,000+
POTENTIAL
VIEWS

HRPA.ca

HRPA.ca is the Association's main website with over 79,000 visitors each month. HRPAs offers 1 premium advertising slot per month which is featured on all pages except the homepage and Office of the Registrar pages.

AUDIENCE

34,000+
USERS
PER MONTH



79,000+
SESSIONS
PER MONTH



4.03 average
TIME SPENT
ON WEBSITE



*Analytics updated December 1st, 2018

HireAuthority.ca

Hire Authority is the largest HR-focused job board in Canada and is exclusive to HRPAs members. Attract an audience of specialized HR talent to boost your organization's people practices.



HRProfessionalnow.ca

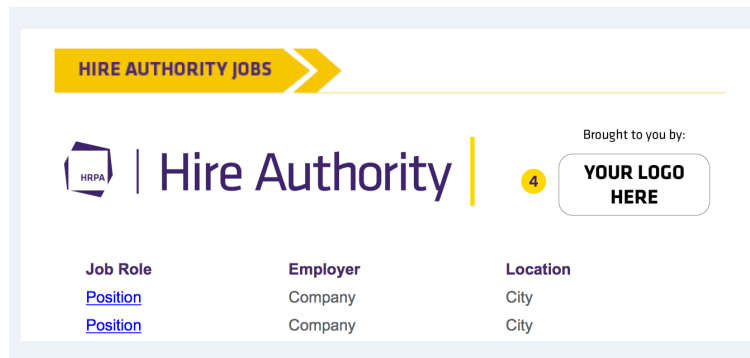
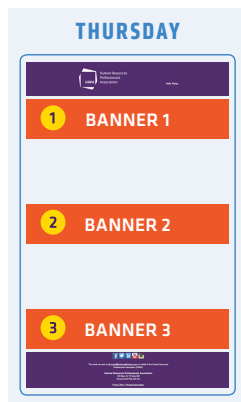
HR Professional is HRPAs digital trade publication. HR Professional's mandate is to engage, inform and inspire its readers through original, topical content of importance to Canadian human resources professionals. By reading the HR Professional blog, the audience will deepen their understanding of professional best practices – including the areas of certification, employment law, employee engagement, workplace culture, technology, OHS, policies and procedures and more – which will allow them to increase the positive impact they have in their departments and organizations.

- Display Advertising
- HR Professional Blog
- HR Suppliers Guide

Advertising Rates*

HRPA eNewsletter

POSITION	DIMENSIONS	EXPOSURE / FREQUENCY	RATE
Banner 1 ¹	500 x 64	Thursday	\$1,395 /week \$1,990 /2 weeks
Banner 2 ²	500 x 64	Thursday	\$895 /week
Banner 3 ³	500 x 64	Thursday	\$595 /week



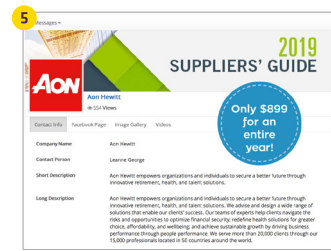
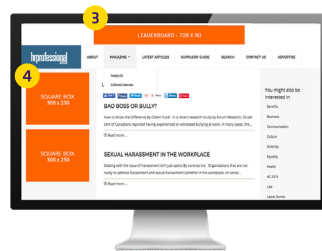
Featured Jobs Sponsor

POSITION	DIMENSIONS	EXPOSURE/ FREQUENCY	RATE
Jobs Section ⁴	180 x 100	Thursday (x4)	\$945 /Month

*Note 1: All Leaderboard and big boxes can be 1 of 3 ads in rotation.
Note 2: 10% discount for all members.

HireAuthority.ca

POSITION	DIMENSIONS	1 MONTH	3 MONTH
Leaderboard¹ <i>Run of Site</i>	728 x 90	\$995	\$795 /month
Big Box² <i>Run of Site</i>	300 x 250	\$695	\$635 /month
Big Box 2² <i>Homepage</i>	300 x 250	\$595	\$535 /month



HRProfessionalnow.ca

POSITION	DIMENSIONS	1 MONTH	3 MONTH
Leaderboard³	728 x 90	\$795	\$595 /month
Big Box⁴	300 x 250	\$595	\$535 /month
Suppliers Guide⁵	300 x 250	Annual Subscription	\$895 /year

Production Requirements

POSITION	DIMENSIONS	FILE REQUIREMENTS	MEDIA TYPES
Advertorial Content	625 x 350	<ul style="list-style-type: none"> JPG, PNG, GIF 72 dpi 200 kb limit Active URL must be provided 	Hire Authority Blog
Big Box	300 x 250	<ul style="list-style-type: none"> JPG, PNG, GIF 72 dpi 200 kb limit Active URL must be provided 	Hire Authority, HR Professional Websites
Email Banner	500 x 64	<ul style="list-style-type: none"> JPG, PNG, GIF 72 dpi 200 kb limit Active URL must be provided 	HRPA eNewsletter
Leaderboard	728 x 90	<ul style="list-style-type: none"> JPG, PNG, GIF 72 dpi 200 kb limit Active URL must be provided 	Hire Authority, HR Professional, HRPA Websites
Suppliers Guide	300 x 250	<ul style="list-style-type: none"> JPG, PNG, GIF 72 dpi 200 kb limit Active URL must be provided 	Suppliers Guide Annual Subscription

Deadlines

All creative and URL links are required **5 business days** prior to publication date.

Please contact ahart@hrpa.ca 1(416)923.2324 ext. 353 with any questions or requests.

Connect with HRPA

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Got a great idea?!
**Please connect with us for
further information!**

Custom advertising requests

Multi-event discounts

Custom social media campaigns