



**HRPA  
Media Kit &  
Rate Card**

2020

# Contents

## SECTION 1

<b>Our Audience</b>	3
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## SECTION 2

<b>Advertising Opportunities</b>	5
HRPA eNewsletter	6
HRPA.ca	6
HireAuthority.ca	7
HRProfessionalnow.ca	7

## SECTION 3

<b>Advertising Rates</b>	8
HRPA eNewsletter	8
HireAuthority.ca	9
HRProfessionalnow.ca	9

## SECTION 4

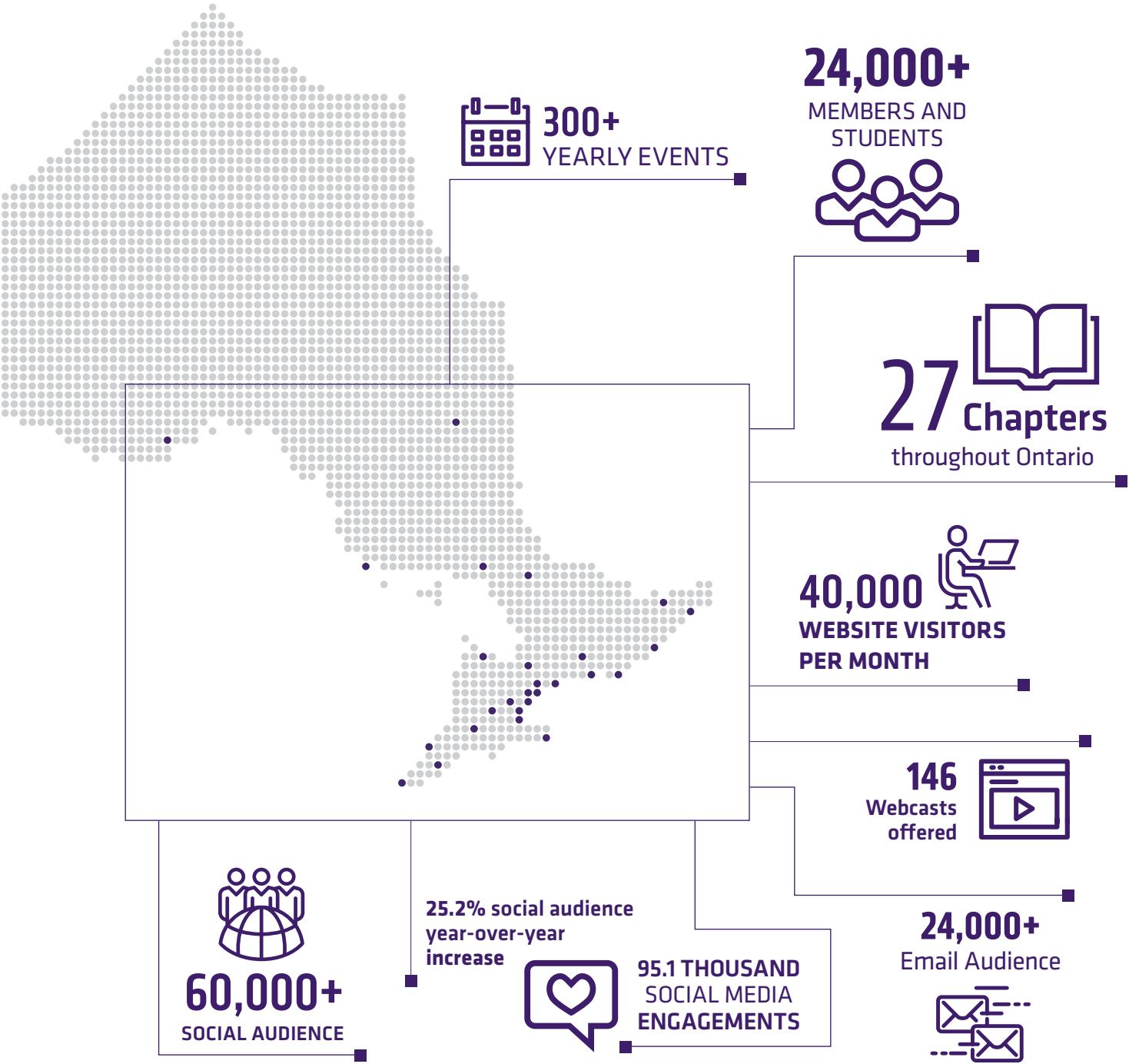
<b>Production Requirements</b>	10
Deadlines	10

## SECTION 5

<b>Contact Us</b>	11
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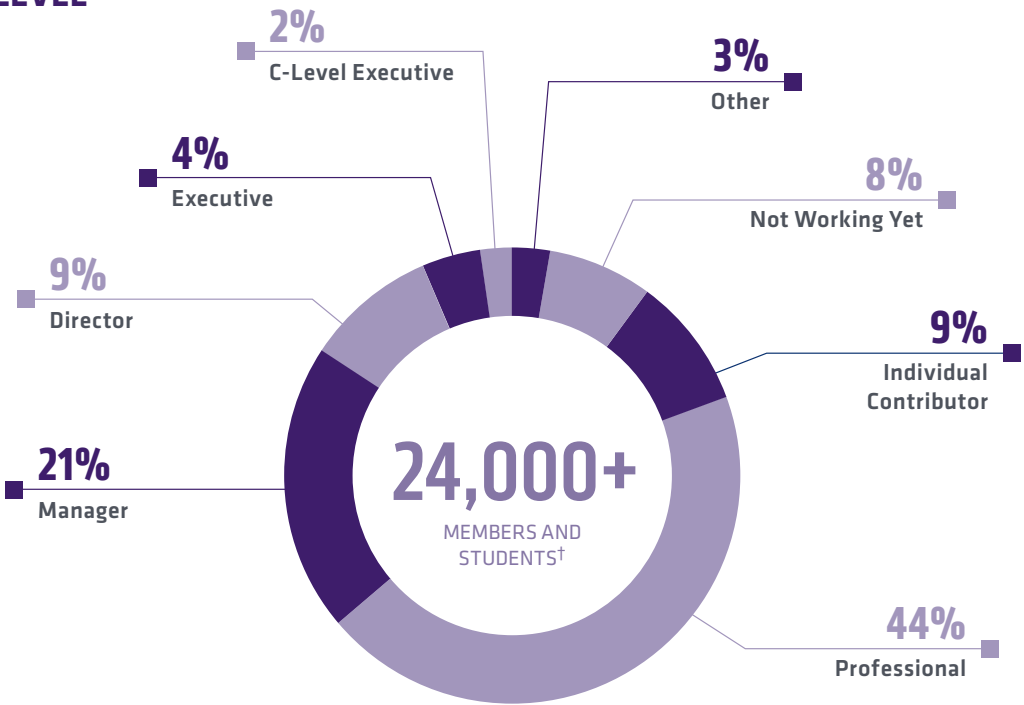
# An Exclusive Audience

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

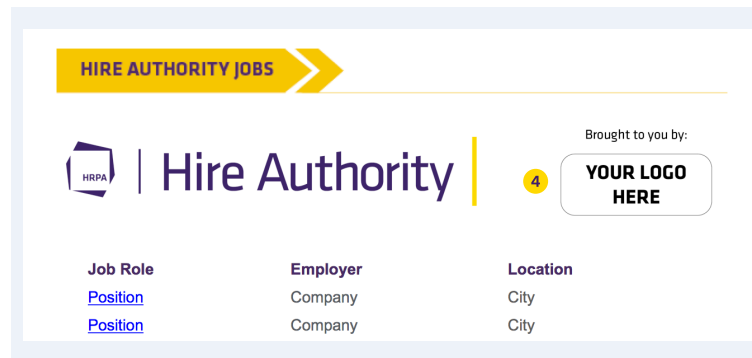
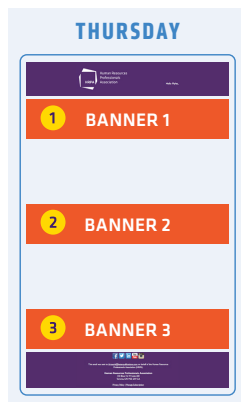
HR Professional is HRPAs digital trade publication. HR Professional's mandate is to engage, inform and inspire its readers through original, topical content of importance to Canadian human resources professionals. By reading the HR Professional blog, the audience will deepen their understanding of professional 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
<b>Banner 1</b> <sup>1</sup>	500 x 64	Thursday	<b>\$1,395</b> /week <b>\$1,990</b> /2 weeks
<b>Banner 2</b> <sup>2</sup>	500 x 64	Thursday	<b>\$895</b> /week
<b>Banner 3</b> <sup>3</sup>	500 x 64	Thursday	<b>\$595</b> /week



## Featured Jobs Sponsor

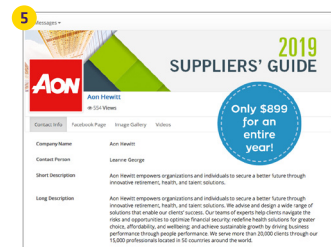
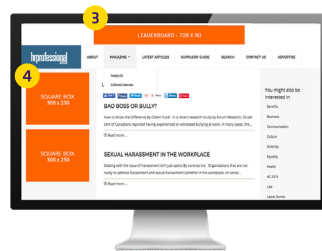
POSITION	DIMENSIONS	EXPOSURE/ FREQUENCY	RATE
<b>Jobs Section</b> <sup>4</sup>	180 x 100	<b>Thursday (x4)</b>	<b>\$945</b> /Month

\*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
<b>Leaderboard<sup>1</sup></b> <i>Run of Site</i>	728 x 90	<b>\$995</b>	<b>\$795 /month</b>
<b>Big Box<sup>2</sup></b> <i>Run of Site</i>	300 x 250	<b>\$695</b>	<b>\$635 /month</b>
<b>Big Box 2<sup>2</sup></b> <i>Homepage</i>	300 x 250	<b>\$595</b>	<b>\$535 /month</b>



# HRProfessionalnow.ca

POSITION	DIMENSIONS	1 MONTH	3 MONTH
<b>Leaderboard<sup>3</sup></b>	728 x 90	<b>\$795</b>	<b>\$595 /month</b>
<b>Big Box<sup>4</sup></b>	300 x 250	<b>\$595</b>	<b>\$535 /month</b>
<b>Suppliers Guide<sup>5</sup></b>	300 x 250	<b>Annual Subscription</b>	<b>\$895 /year</b>

# Production Requirements

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

## Deadlines

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

Please contact [ahart@hrpa.ca](mailto: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