



Human  
Resources  
Professionals  
Association

SPONSORSHIP  
& ADVERTISING  
OPPORTUNITIES

2021

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# An Exclusive Audience

Showcase your brand with Ontario's top HR professionals.

THE HUMAN RESOURCES PROFESSIONALS ASSOCIATION (HRPA) is a regulatory association in Ontario with more than 23,000 members and students.

HRPA plays an important role in promoting and protecting the welfare and interests of the Associ-

ation and the human resources profession. To this end, elevating HR professionalism and continuing to advance the status and recognition of our profession is a unifying focus of the Association, our Chapters and Members.

## AT A GLANCE\*

**24**  
Chapters throughout Ontario



**150+**  
Annual Events



**23,000+**  
Members & students



**25,000+**  
Annual Attendance

**144,786**  
Social Audience



**50**  
Weekly Newsletters



**3,135,383**  
Page Views

**3,189,069**  
Impressions

**41.68%**  
Open Rate

**486,039**  
Unique Website Visits



**54,312**  
Engagements

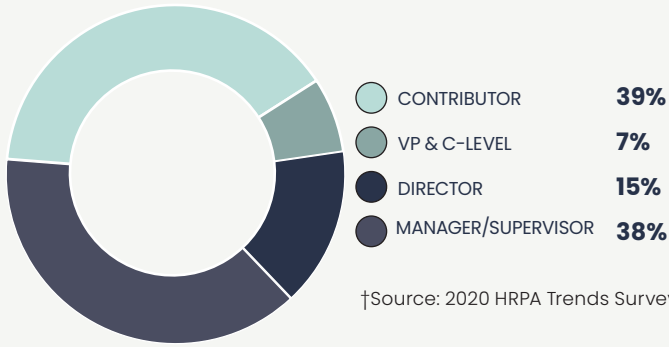


**23,000+**  
Potential weekly impressions

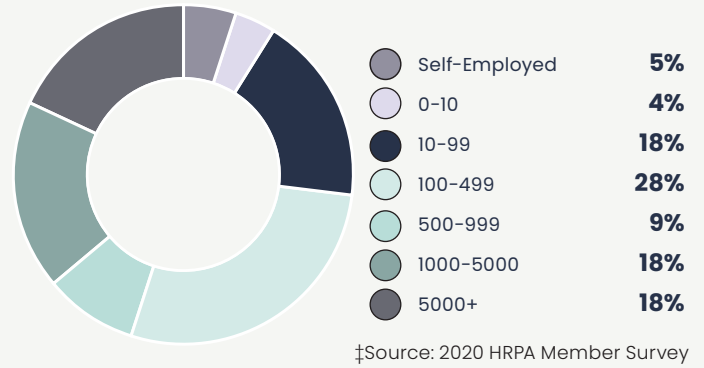
**3 minutes, 27 seconds**  
Avg. Time on Site

\*Source: 2020 HRPA data

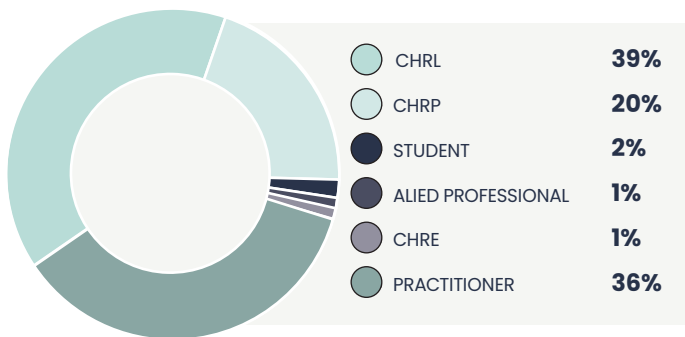
### Job Levels †



### Company Size ‡

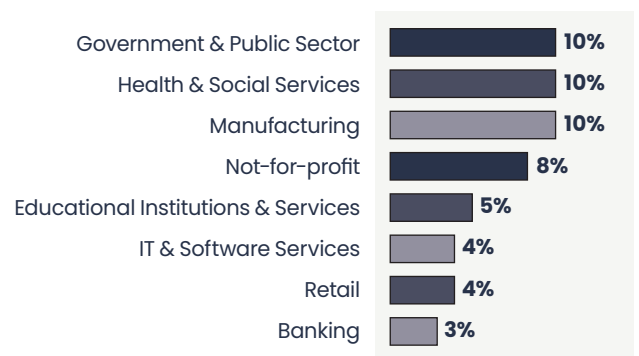


### Members & Students



\* Source: Registrar Weekly update, September 14, 2020

### Top industries Represented



\*\* Source: 2020 Annual Member Survey

# Advertising Opportunities


## HRPA E-NEWSLETTER

*The Professional Insider is the signature weekly eNewsletter of the HRP A*


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


More than 23,000 HRP A members and students will receive the eNewsletter featuring your company's banner advertising every week, up to 23,000+ potential views of your brand aligned with HRP A.

Each addition is limited to 3 advertising slots which can be booked on a first-come basis.

**Audience\*** 


**23,000+**

**HRPA MEMBERS & STUDENTS** 

**THURSDAY:** 

**OVER 40%**

**OPEN RATE**

**50 ANNUAL EDITIONS** 

\*Source: 2020 HRP A Data.

## Opportunities & Rates

POSITION	DIMENSIONS	EXPOSURE / FREQUENCY	RATE
Banner 1 <sup>1</sup>	500 x 64	Thursday	<b>\$1,395 /week</b> <b>\$1,950/ 2 weeks</b> (30% savings)
Banner 2 <sup>2</sup>	500 x 64	Thursday	<b>\$895 /week</b> <b>\$1,611/ 2 weeks</b> (10% savings)
Banner 3 <sup>3</sup>	500 x 64	Thursday	<b>\$595 /week</b>





## HIRE AUTHORITY CAREERS E-NEWSLETTER


The Hire Authority Careers eNewsletter is the exclusive source for featured job postings, & HR career resources exclusively published to HRP A members and students.


To maximize your exposure and capture the attention of HRP A’s membership, take advantage of advertising opportunities in HRP A’s Hire Authority Careers eNewsletter. With over 23,000 subscribers, the weekly eNewsletter features the latest HR Job opportunities, employer profiles and career news and advice.

Each addition is limited to 2 advertising slots which can be booked for 1 week or at a preferred rate for 1 month.

**Audience\***   
**23,000+**

**HRPA MEMBERS & STUDENTS** 

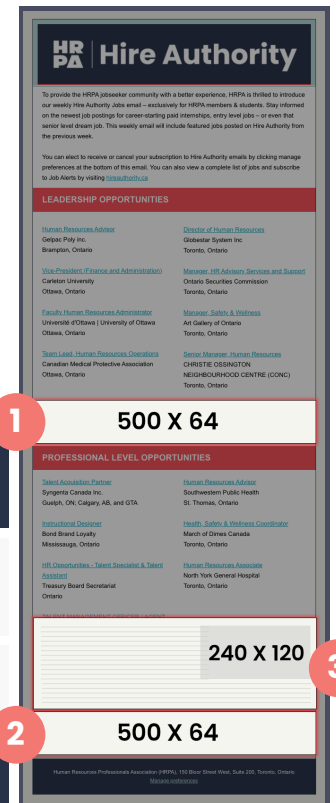
**WEDNESDAY:**   
**OVER 35% OPEN RATE**

 **14% CLICK THROUGH RATE**

\*Source: 2021 HRP A Data.

## Opportunities and Rates

POSITION	DIMENSIONS	EXPOSURE / FREQUENCY	RATE
Banner 1 <sup>1</sup>	500 x 64	Wednesday	\$695 /weekly \$2,195/ monthly
Banner 2 <sup>2</sup>	500 x 64	Wednesday	\$595 /weekly \$1,995/ monthly

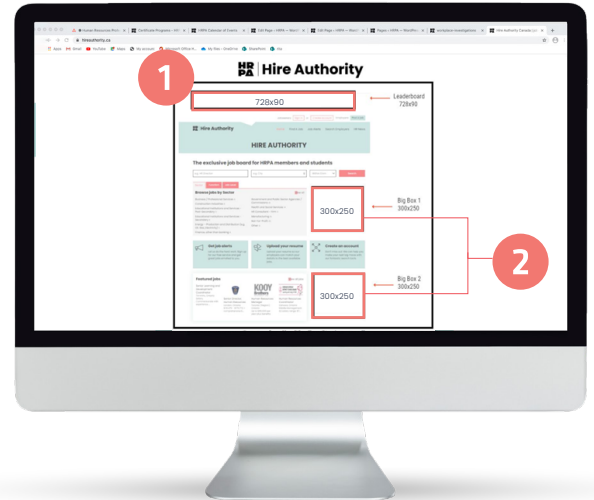


POSITION	IMAGE DIMENSIONS	EXPOSURE / FREQUENCY	URL	CHARACTER LIMIT:	HEADER TITLE:	RATE
<b>3</b> Content Block	240 x 120	Wednesday	Required	350 including spaces	60	\$895/week \$1,525/ 2 weeks

## HIREAUTHORITY.CA

*Hire Authority is the exclusive job board for HRPAs members and students.*

Hire Authority is HRPAs HR specific career marketplace for both Jobseekers and Employers. Advertising solutions provide an opportunity to connect your company’s product, services, and event offerings with a highly targeted HR audience.



## Opportunities & Rates

POSITION	DIMENSIONS	1 MONTH	2 MONTHS
Leaderboard <sup>1</sup> Run of Site	728 x 90	<b>\$795</b>	<b>\$1,351</b> /2 months (\$238 <sup>50</sup> savings)
Big Box <sup>2</sup> Run of Site	300 x 250	<b>\$635</b>	<b>\$1,079<sup>50</sup></b> /2 months (\$190 <sup>50</sup> savings)
Big Box 2 <sup>2</sup> Homepage	300 x 250	<b>\$495</b>	

### Audience\*

**9,000+**  
USERS  
PER MONTH



**17,000+**  
SESSIONS  
PER MONTH



**2.56** average  
TIME SPENT  
ON WEBSITE



\* Source: 2019 HRPAs data

## HRPA CHAPTER EVENTS

Our Chapters are a crucial link between the HRPAs vision and our members and students. Together, the HRPAs and our Chapters provide a forum for members and students to exchange knowledge and ideas and mentor students and those just starting their HR careers.

## Opportunities & Rates

Exclusive opportunity to be the supporting sponsor of all monthly chapter webinars.

### Topics:

- DIVERSITY AND INCLUSION
- LEADERSHIP/ MENTORSHIP
- MENTAL HEALTH
- EMPLOYMENT LAW
- AND MORE!

OPPORTUNITY †	BENEFITS
<p><b>WEBINAR SPONSORSHIP</b></p> <p><b>1 month - \$995</b></p> <p><b>2 months - \$1691.50</b> (save \$298.50)</p> <p><b>3 months - \$2,388</b> (save \$597)</p>	<ul style="list-style-type: none"> <li>● Logo on power point welcome slide. <sup>(1)</sup></li> <li>● Logo shared on webinar screen throughout duration of the session. <sup>(2)</sup></li> <li>● 3 Event Passes.</li> <li>● Logo recognition as the monthly sponsor on HRPAs social media.</li> </ul>

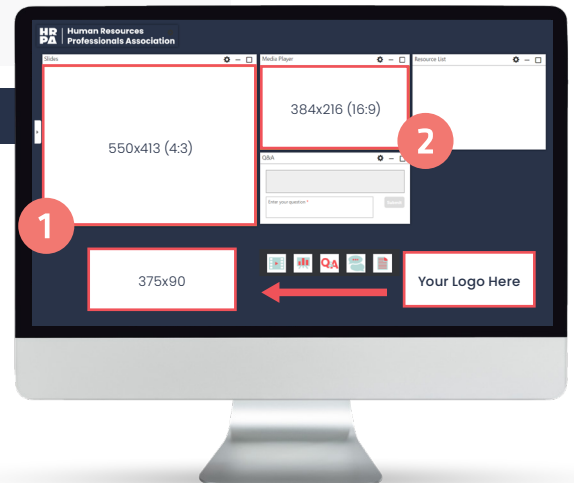
### Audience\*

**200+**  
ANNUAL EVENTS 

**24**  
CHAPTERS 

**10-20** average  
EVENTS PER MONTH ‡

**25,000+**  
ANNUAL ATTENDANCE 



\* Source: 2020 HRPAs data

† Opportunity limited to 4 monthly sponsors.

‡ Events quantity varies and is subject to change.



# HRPA Sponsorship Opportunities

## Why Sponsor?

Online learning has never been more essential. HRPA Professional Development events offer the highest standards in professional development and are attended primarily by our members and students: HR Professionals and Designated HR leaders from across Ontario.

Trusted and valued as strategic business partners, HR professionals help guide organizations to manage their most valued asset – human capital and provide essential expertise, leadership, and strategy in every sector of the economy for private and public organizations, large and small.

### SPONSORSHIP HIGHLIGHTS

**THE HRPA OFFERS A WIDE RANGE OF OVER ANNUAL EVENTS TO THOUSANDS OF HR PROFESSIONALS.**

**EFFICIENT WAY TO REACH AND ENGAGE A DESIRABLE AND EXCLUSIVE HR AUDIENCE.**

**STRATEGIC OPPORTUNITY TO RAISE AWARENESS, RE-POSITION, OR CREATE INTEREST IN YOUR BRAND, PRODUCT, SERVICE, AND AREA OF EXPERTISE.**

**SPONSORSHIP PACKAGES CAN BE TAILORED TO YOUR BUSINESS OBJECTIVES WITH A RANGE OF EXCLUSIVE OPPORTUNITIES.**

### *Types of Events*

- **SEASONAL CONFERENCES**
- **EVENT SERIES**
- **LOCAL CHAPTER EVENTS**
- **EXECUTIVE EVENTS**
- **AND MORE!**

### *Types of Sponsorship*

- **PRESENTING SPONSOR**
- **SUPPORTING SPONSOR**
- **PRESENT YOUR OWN LEARNING EVENT**
- **MULTI-EVENT SPONSORSHIP**

**IF THESE OPPORTUNITIES DO NOT MEET YOUR NEEDS, LET US KNOW! WE MAY BE ABLE TO DESIGN A UNIQUE OPPORTUNITY THAT IS MORE ALIGNED WITH YOUR GOALS.**

**MULTI-EVENT SPONSORSHIP PACKAGES ARE ALSO AVAILABLE FOR OUR SUMMER, FALL AND WINTER CONFERENCES.**

# Production Requirements:

PUBLICATIONS	POSITION	DIMENSIONS	FILE REQUIREMENTS
<b>HRPA eNewsletter</b> <i>Professional Insider</i>	EMAIL BANNER	500X64	<ul style="list-style-type: none"> <li>● JPG, PNG, GIF</li> <li>● 72 DPI</li> <li>● 200 KB LIMIT</li> <li>● URL: ACTIVE URL REQUIRED</li> </ul>
	CAREER SECTION MEDIUM BOX	200X180	
<b>HRPA Job Board</b> <i>HireAuthority.ca</i>	LEADERBOARD	728X90	
	BIG BOX	300X250	
<b>HRPA Chapter Webinars</b>	VARIOUS	395X75	

<b>Sponsored Events</b>	DETAILS TO BE PROVIDED BASED ON SPONSORSHIP LEVEL
<b>Sponsored editorial Content</b>	CONTACT HRPA FOR SUBMISSION GUIDELINES: AHART@HRPA.CA

\*Please note: All advertising and sponsorship requests are subject to HRPA review and approval and must adhere to CASL and HRPA's **Privacy Policy** and **Accessibility Standards**.

## Deadlines:

All creative and URL links are required **5 business days prior to publication date** for advertising and upon agreement signing for sponsorships.

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

# HRPA Contact Information

## FOR MORE INFORMATION, PLEASE CONTACT:

**Adam Hart**, Business Development Lead  
Tel: 416.923.2324 ext. 353  
Toll Free 1.800.387.1311 ext. 353  
Email: [ahart@hrpa.ca](mailto:ahart@hrpa.ca)

## HAVE A GREAT IDEA?

If these opportunities do not meet your needs, let us know!

We may be able to design a unique opportunity that is more aligned with your goals.

Multi-event sponsorship and advertising packages  
Custom Campaigns

***And more!***