



Human
Resources
Professionals
Association

ADVERTISING
OPPORTUNITIES

2024

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An Exclusive Audience

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 Association 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*

23,000+

Members
& students



22

Chapters
throughout Ontario



SOCIAL



100,000+

Social Audience

1,100,000

Impressions



25,000+

Engagements

WEBSITE

6,500,000

Unique Website Visits

500,000+

Page Views

**3 minutes,
23 seconds**

Avg. Time on Site



EVENTS

150+

Annual Events

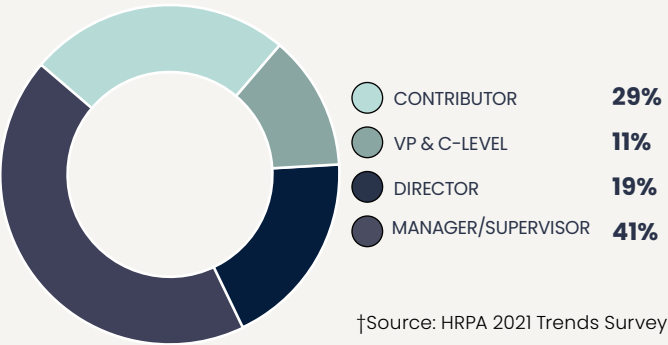


25,000+

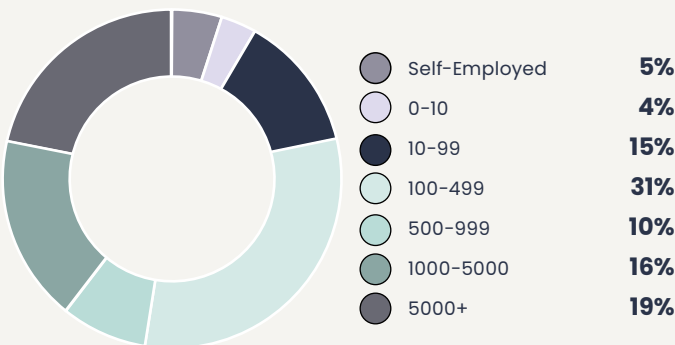
Annual
Attendance

*Source: 2022 HRPA data

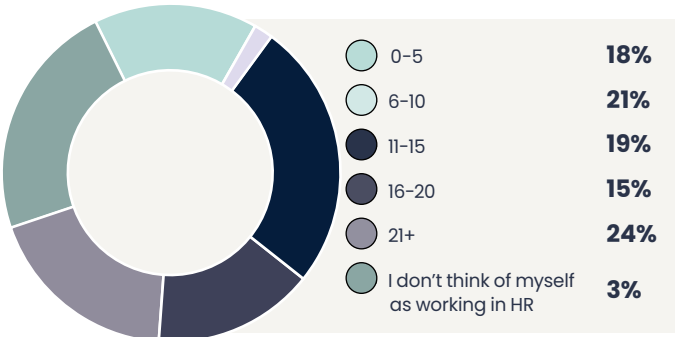
Job Levels †



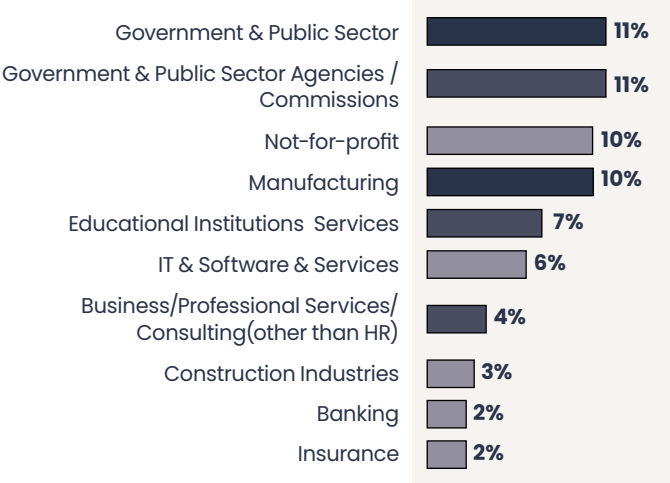
Company Size ‡



Years of experience in HR *



Top industries Represented **



Advertising Opportunities

Why Advertise?

Advertising with HRP A provides your company with a high impact platform to strategically connect with a captive HR audience.

Highlights

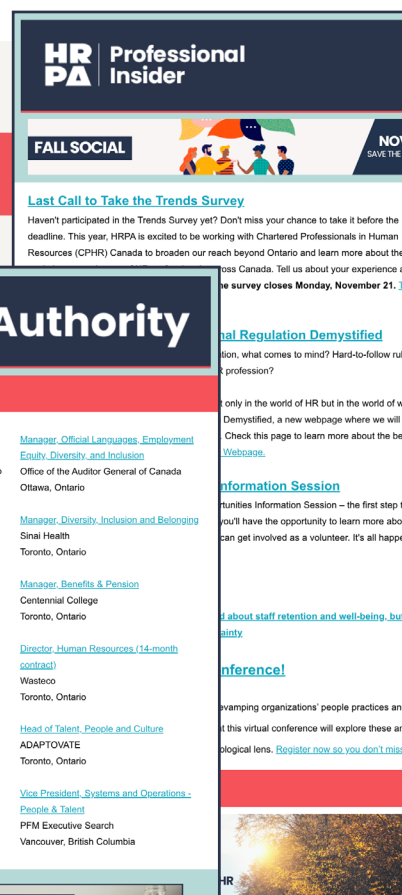
- Cost-effective way to reach, demonstrate thought leadership and engage your target audience.
- Strategic opportunity to raise awareness, re-position or create interest in your brand, product or service.
- Advertising package can be tailored specifically to your business objectives with a range of exclusive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

Opportunities & Rates

Professional Insider eNewsletter

Hire Authority Careers eNewsletter

HireAuthority.ca – HRP A Job Board



PROFESSIONAL INSIDER – WEEKLY

***HRPA's signature weekly
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 20,500 HRPAs members and students will receive this weekly publication featuring your company's brand aligned with HRPAs.

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

Audience*

20,500+

SUBSCRIBERS



OPEN RATE

 **29%**

CTR 13%

51
ANNUAL
EDITIONS

A stylized line-art icon of a person sitting at a desk, working on a laptop. The person is represented by a simple circle for the head and a few lines for the body and limbs. The desk and laptop are also represented by simple lines.

*Source: 2022 HRPDA Data.

Opportunities & Rates

POSITION	1 WEEK	2 WEEKS	4 WEEKS
Banner 1 ¹	\$1,395	\$2,092 ⁵⁰ (25% savings)	\$3,906 (30% savings)
Banner 2 ²	\$895	\$1,611 (10% savings)	\$2,685 (25% savings)
Banner 3 ³	\$595	\$1,071 (10% savings)	\$1,904 (20% savings)

Production Requirements

POSITION	FREQUENCY	IMAGE DIMENSIONS	IMAGE TYPE	URL
Banner 1, 2, 3	Thursday	500x64	.png .jpg	Required

1

500x64

Last Call to Take the Trends Survey

Have you participated in the Trends Survey yet? Don't miss your chance to take it before the deadline. This year, HRPA is excited to be working with Chartered Professionals in Human Resources (CPHR) Canada to broaden our reach beyond Ontario and learn more about the workplace experiences of HR professionals across Canada. Tell us about your experience as an HR professional in this 10-15 minute survey. The survey closes Monday, November 22. [Join the Survey](#)

New Resource Page: Professional Resilience Demystified

When you think of the new professional regulation, what comes to mind? Hard-to-follow rules? A legislative consult with no real impact on the HR profession?

In reality, professional regulation is critical – not just in the world of HR but in the world of work. That's why we created Professional Resilience Demystified, a new webpage where we will house all things professional regulation related. Check this page to learn more about the benefits of being part of a regulated profession. [Browse Webinars](#)

HRPA Volunteer Opportunities Information Session

We invite you to join us for the Volunteer Opportunities Information Session – the first step to becoming an HRPA volunteer! At the session, you'll have the opportunity to learn more about our HRPA programming and the various ways you can get involved as a volunteer. It's all happening on November 29. [Register Now](#)

In Case You Missed It...

- Canadian employers are most worried about [staff retention](#) and [well-being](#), but [workforce](#) [new and economic uncertainty](#)

SPECIAL EVENTS

LEADERSHIP AND TRUST BUILDING, RESTORE AND REDEFINE HR

NOVEMBER 22-24

REGISTER NOW

Last call for the 2022 Fall Conference!

November 22 - 24

Gearing up for the changing work landscape, reweaving organizations' people practices and restoring HR culture are key. Session leaders at this virtual conference will explore these and other topics through a technological and psychological lens. [Register now via cphr.ca/2022-fall](#)

MEMBER BENEFITS

Hire Authority: A world of opportunity at your fingertips

Take advantage of this exclusive HRPA member and student benefit. Get hired. [Check out Hire Authority today!](#)

HR NEWS & LEGISLATIVE UPDATES

Canadian HR Reporter

It's 10 seconds, just click in this zone

HR Exchange Network

What's the Buzzing in HR?

HRD Canada

Get in 10 Canadian secret, unreported salary transparency law

2

500x64

PROFESSIONAL DEVELOPMENT

HRPA Learning is dedicated to delivering exceptional professional development opportunities.

For a complete list of courses, visit our [Calendar of Events](#). The [Learning and On Demand](#) page features educational opportunities you can tailor to your convenience. Check out upcoming HRPA conference on current workplace issues.

Negotiating with Indusives

Indigenous communities want to know that any team deployed to engage in negotiations with them have taken the time to learn and know the community. The knowledge acquired by this research can provide a strategic advantage when engaging with communities directly.

Register November 24

Mental Health Certificate for HR Professionals

Whether processing stressors, bringing in training and workshops, managing sick leave policy or ensuring that you have got the right blend of supports and benefits, HR professionals at all levels are taking on the lion's share of workplace mental health and wellness.

Begining February 28

Canadian Pensions Certificate Program

A good understanding of the legal framework, best practices and risk management is critical to successful plan administration. Master one of the most important elements of employee compensation and learn how to make your firm's programs as efficient as possible.

Begining March 27

Other Upcoming Courses

December 7: [CPHR's Quality Level 2022 Q2](#)
December: [Canadian Mental Health and Psychosocial Safety Officer Master Certificate Program](#)
Ongoing: [Executive, Online DEI Courses for HR & DEI Professionals](#)

3

500x64

HRPA

Human Resources Professionals Association (HRPA), 100 King Street West, Suite 2000, Toronto, Ontario M5X 1C4

HIRE AUTHORITY CAREERS ENEWSLETTER

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

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

Audience*

21,000+

SUBSCRIBERS



OPEN RATE 35%+
22% CTR



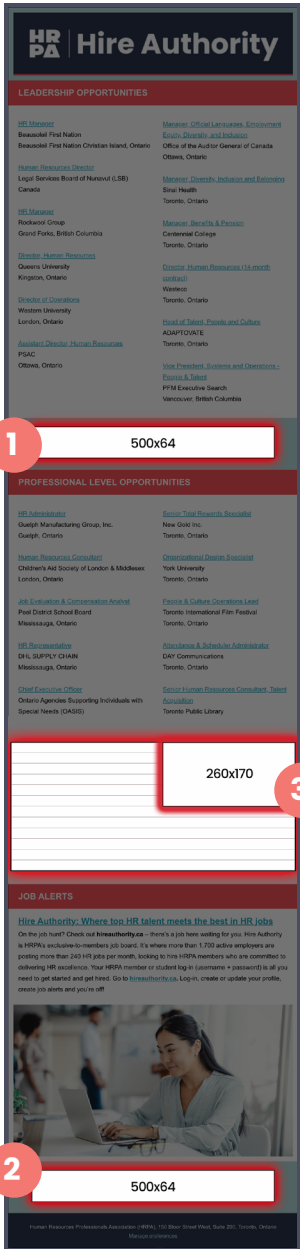
*Source: 2022 HRP A Data.

51

ANNUAL EDITIONS



Publication: Wednesday



Opportunities & Rates

POSITION	1 WEEK	2 WEEKS	4 WEEKS
Banner 1 ¹	\$695	\$1,251 (10% savings)	\$2,085 (25% savings)
Banner 2 ²	\$595	\$1,071 (10% savings)	\$1,904 (20% savings)
Content block ³	\$895	\$1,521 ⁵⁰ (15% savings)	N/A

Production Requirements

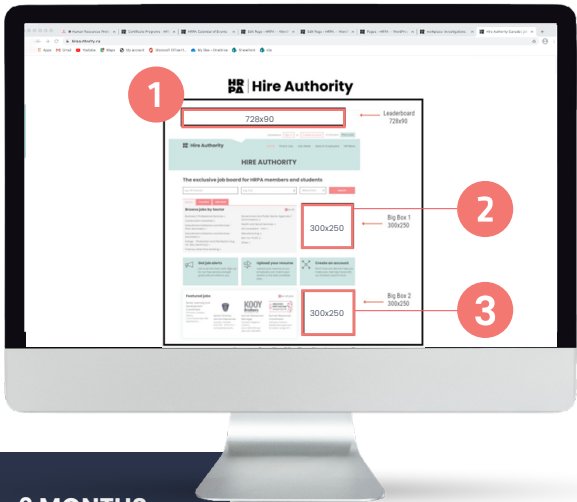
POSITION	IMAGE SIZE	IMAGE TYPE	URL
Banner 1 & 2	500x64	.png .jpg	Required

POSITION	IMAGE SIZE	IMAGE TYPE	URL	CHARACTER LIMIT
Content block	260x170	.png .jpg	Required	Title: 40 Body: 300

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	1 MONTH	2 MONTHS	6 MONTHS
Leaderboard ¹ Run of Site	\$795	\$1,351 ⁵⁰ (15% savings)	\$3,339 (30% savings)
Big Box ² Run of Site	\$635	\$1,079 ⁵⁰ (15% savings)	\$2,667 (30% savings)
Big Box 2 ³ Homepage	\$495	\$841 ⁵⁰ (15% savings)	\$2,079 (30% savings)



* Each position can display up to 2 banners at a time.

Production Requirements

POSITION	IMAGE SIZE	IMAGE TYPE	URL
Leaderboard	728x90	.png .jpg	Required
Big Box 1 and 2	300x250	.png .jpg	Required

Audience*

955,608
USERS
PER MONTH



151,579
UNIQUE VISITS
PER MONTH



2.04
average
TIME SPENT
ON WEBSITE



* Source: 2022 HRPAs data

Submission Deadlines

All creative assets and destination URL's are required 5 business days prior to publication date for advertising.

Please note that advertising rates and availability is subject to change.

Contact Information

HAVE A GREAT IDEA? LET US KNOW

Please connect with us for further information.

- Custom advertising requests
- Larger annual campaigns

HRPA CONTACT INFORMATION:

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Email: apilon@hrpa.ca

General inquiries:
Email: businessdevelopment@hrpa.ca