



Human
Resources
Professionals
Association

2025 HRPA Advertising Rate Card



Table of Content

Our Audience	03
HRPA Advertising	05
HHRPA Insider eNews	06
Hire Authority Careers eNews	07
HRPA Regional Chapter eNews	08
HRPA Professional Development & Learning eNews	09
HRPA's HireAuthority.ca Careers Centre	10
Production Guidelines & Submission Details	11
Let's get in touch	12

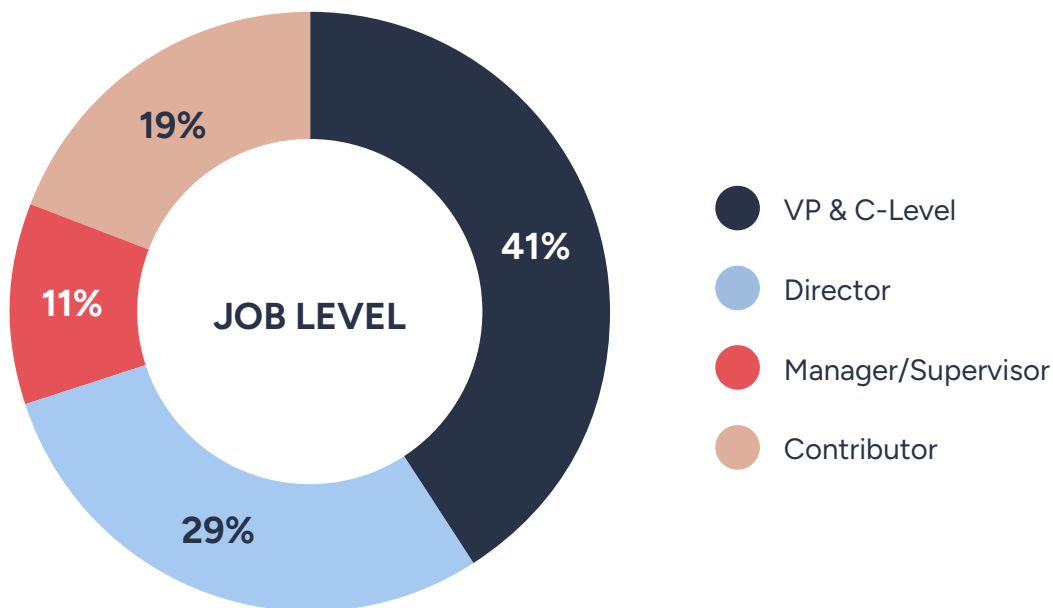
Our Audience

An Exclusive Audience
24,000+
Members

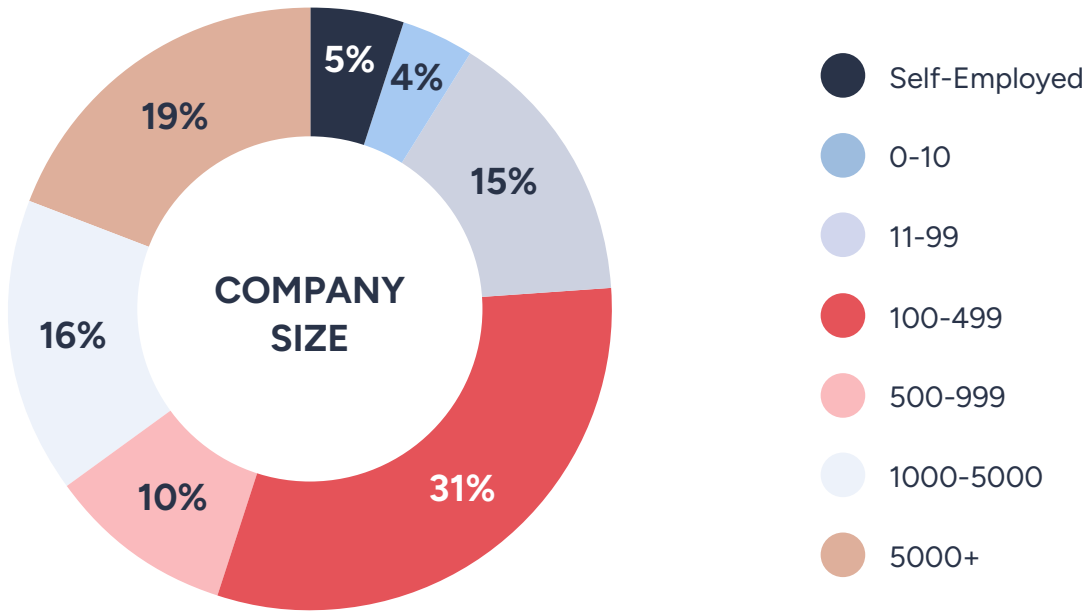
130,000+
Social Audience



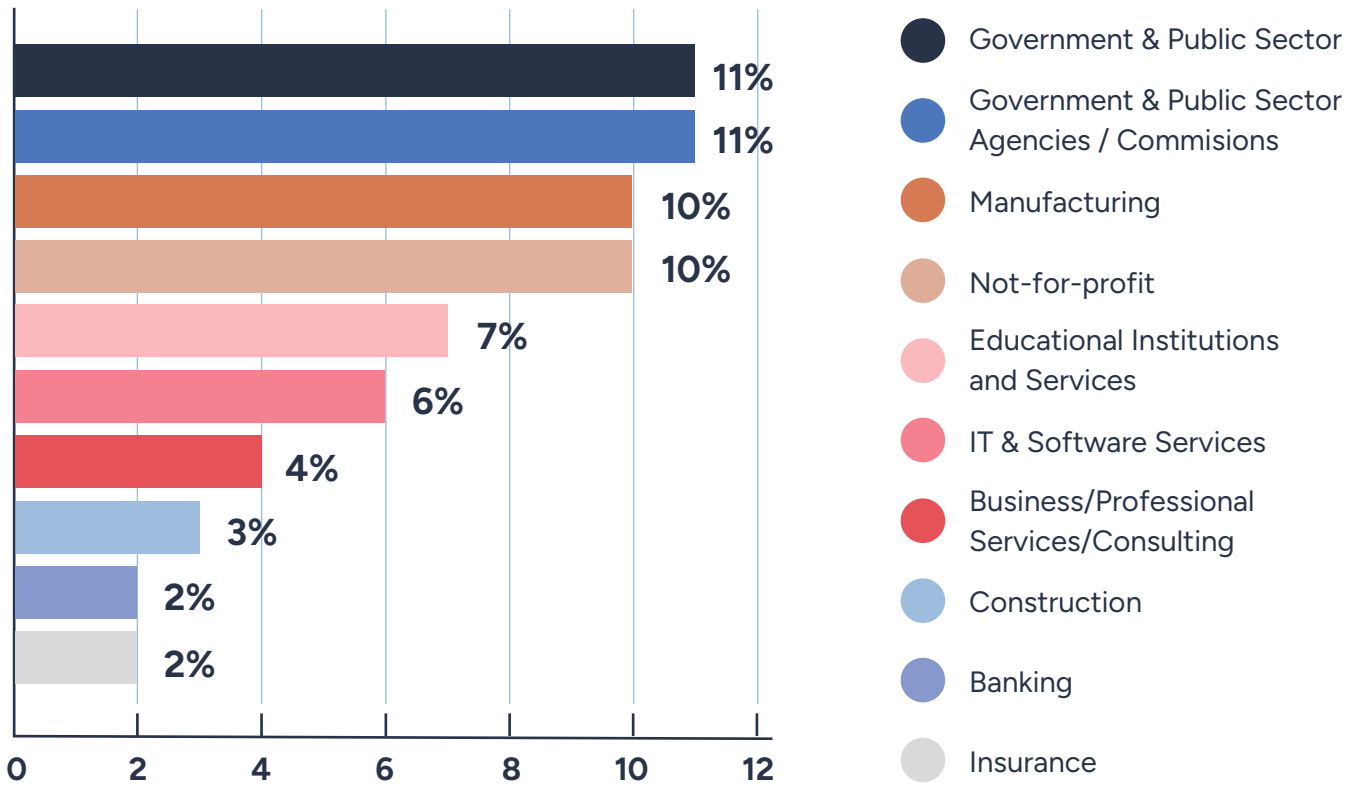
8 Million +
Website Visits



Source: HRPA 2021 Trends Survey



Source: HRP A 2022 Member & Student Survey



TOP INDUSTRIES

Source: HRP A 2021 Trends Survey

HRPA Advertising

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



HRPA Insider eNews

Hire Authority Careers eNews

HRPA Regional Chapter eNews

HRPA Professional Development & Learning eNews

HRPA's HireAuthority.ca Careers Centre

HSPA Insider eNews

The HSPA Insider is the signature weekly eNewsletter of the HSPA

 **51** Editions
 Frequency: **Weekly**
 Published: **Thursday**

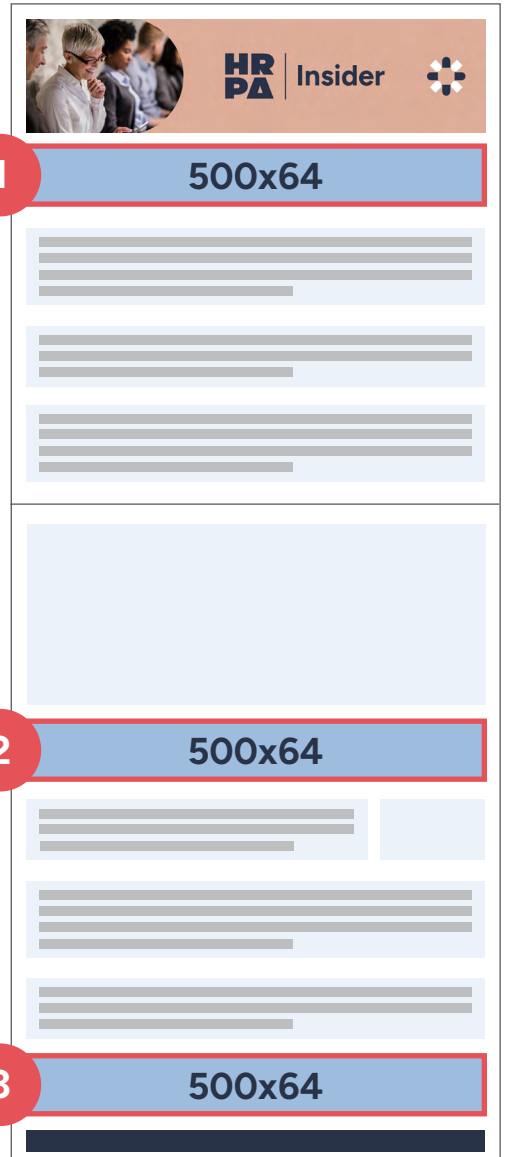
AUDIENCE*

 **22,500+**
 Subscribers

 **29%**
 Open Rate

 **13%**
 CTR

OPPORTUNITIES & RATES**



POSITION	1 WEEK	2 WEEKS	4+ WEEKS
Banner 1 (1)	\$1,195	10% savings	20% savings
Banner 2 (2)	\$895		
Banner 3 (3)	\$595		

* Source: 2024 HSPA Data.

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

Hire Authority Careers eNews

The Hire Authority Careers eNewsletter is the exclusive source for HR career resources, events & featured job postings, exclusively published to HRPA Members.



51 Editions

Frequency: **Weekly**

Published: **Wednesday**

AUDIENCE*



22,000+

Subscribers



35%

Open Rate



22.5%

Avg. CTR

OPPORTUNITIES & RATES**

POSITION	1 WEEK	2 WEEKS	4+ WEEKS
Banner 1 (1)	\$635	10% savings	20% savings
Banner 2 (2)	\$435		
Feature Content Block (3)	\$895		

The visual shows a top header for 'HRPA | Hire Authority'. Below it are three numbered advertising spots: 1) a 500x64 banner, 2) another 500x64 banner, and 3) a 260x170 feature content block. The rest of the newsletter content is represented by grey placeholder boxes.

* Source: 2024 HRPA Data.

HRPA Regional Chapter eNews

The Regional Chapter eNews is the direct link to HRP A’s robust and highly engaged chapter network.

 **12 Editions**
 Frequency: **Monthly**
 Published Date: **First Tuesday of the Month**

 **AUDIENCE***

 **22,000+**
 Subscribers

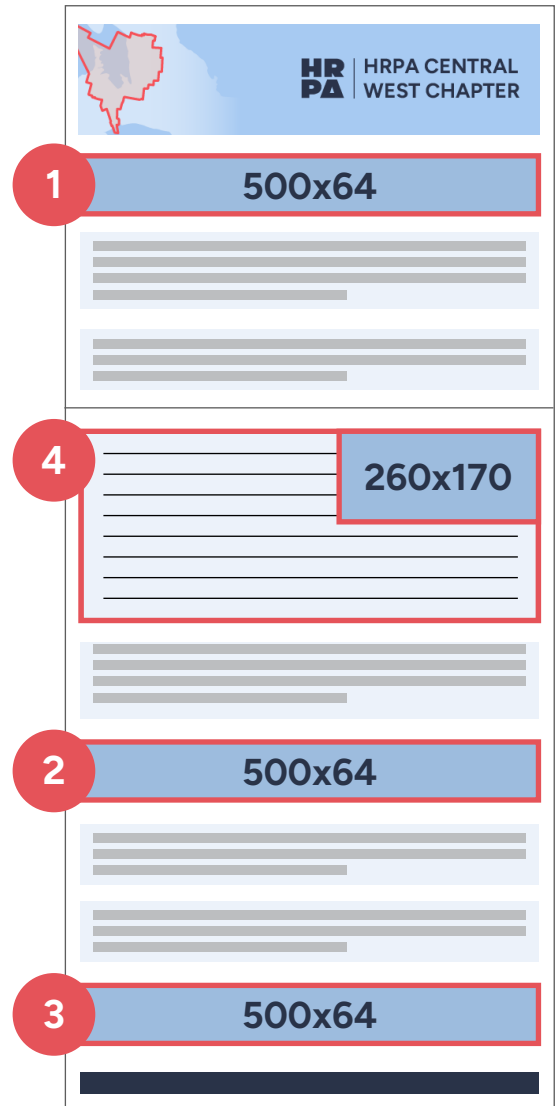
 **26.4%** |  **25%**
 Open Rate avg. | CTR avg.

 **OPPORTUNITIES & RATES****

POSITION	1 WEEK	2 WEEKS	4+ WEEKS
Banner 1 (1)	\$795	10% savings	20% savings
Banner 2 (2)	\$635		
Banner 3 (3)	\$595		
Feature Content Block (4)	\$895		

* Source: 2024 HRP A Data.

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




The diagram shows a vertical layout of the eNews page. At the top is a header with a map of the region and the text 'HRPA CENTRAL WEST CHAPTER'. Below the header are four advertising spots, each in a red-bordered box with a red circle containing a number:

- Spot 1:** A horizontal banner labeled '500x64' located below the header.
- Spot 2:** A horizontal banner labeled '500x64' located below the first content block.
- Spot 3:** A horizontal banner labeled '500x64' located below the second content block.
- Spot 4:** A vertical banner labeled '260x170' located to the right of the third content block.

Each content block is represented by several horizontal grey bars of varying lengths, indicating text or images.

Professional Development & Learning eNews

The Professional Development & Learning eNews is the source for the latest updates on HR professional development topics and learning events.

 **12** Editions
 Frequency: **Monthly**
 Published Date: **Last Friday of the Month**

 **AUDIENCE***

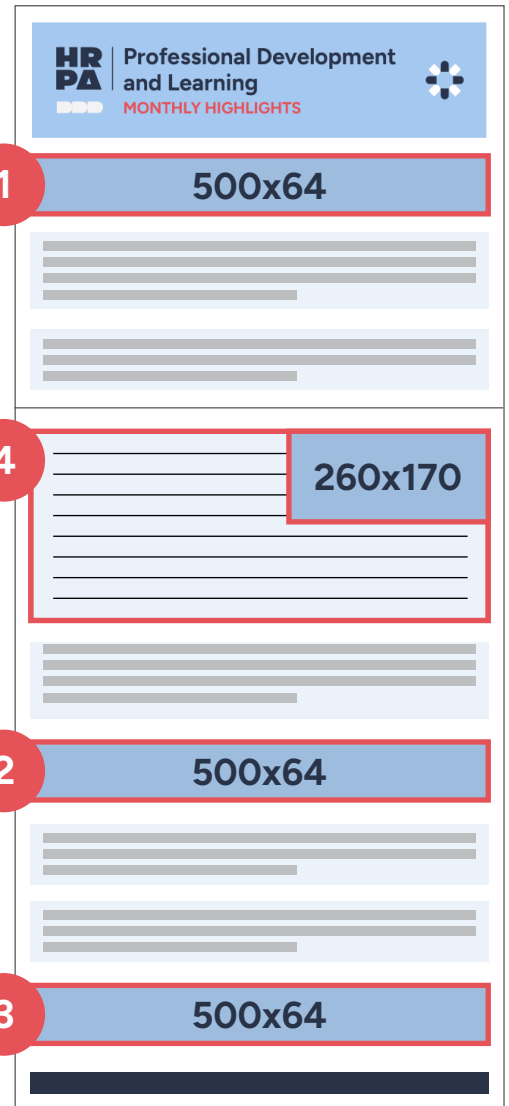
 **22,000**
 Subscribers

 **29%**
 Open Rate

 **13%**
 CTR

 **OPPORTUNITIES & RATES****

POSITION	1 WEEK	2 WEEKS	4+ WEEKS
Banner 1 (1)	\$795	10% savings	20% savings
Banner 2 (2)	\$635		
Banner 3 (3)	\$595		
Feature Content Block (4)	\$895		



* Source: 2024 HRP A Data.

HRPA's HireAuthority.ca Careers Centre

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.

AUDIENCE*

Users
 **151,000+**
 Unique visits per month

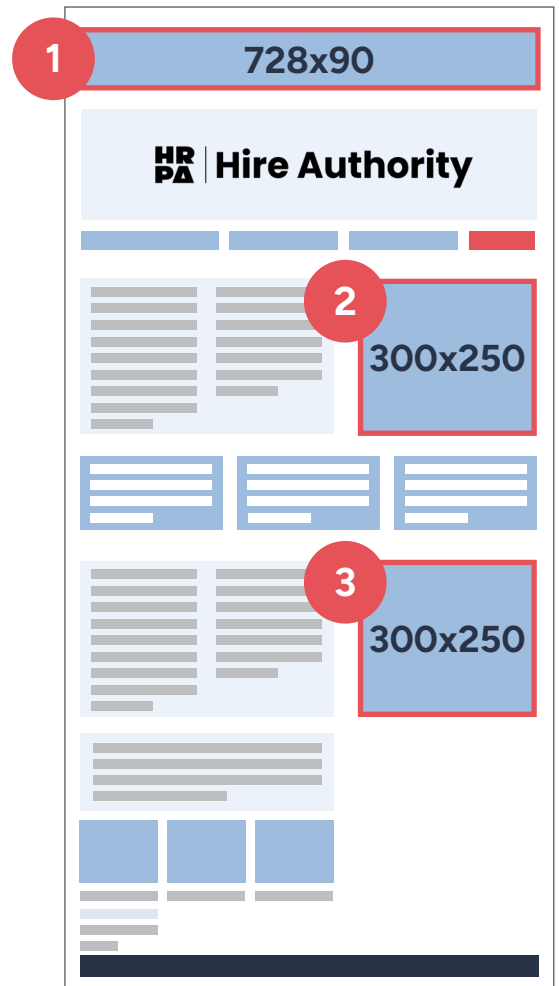
Visits
 **900,000+**
 Monthly Visitors

Time on site
 **2.04 min**
 Avg. time on site

OPPORTUNITIES & RATES

POSITION	1 MONTH	2 MONTHS	3+ MONTHS
Leaderboard (run of site) (1)	\$695	15% savings	30% savings
Big Box 1 (Run of Site) (2)	\$535		
Big Box 2 (homepage) (3)	\$395		

* Source: 2024 HRPAs Data.



Production Guidelines & Submission Timelines

PUBLICATION TYPE	POSITION	IMAGE SIZE	COPY REQUIREMENTS	IMAGE TYPE
eNewsletter Advertising: <ul style="list-style-type: none"> Professional Insider eNewsletter - Weekly Hire Authority Careers eNewsletter - Weekly Regional Chapter eNewsletter – Monthly Professional Development & Learning eNewsletter – Monthly 	Digital Banner	500x64	URL: Required	.jpg .png .gif
	Featured Content Block	260x170	<ul style="list-style-type: none"> Title: 40 Characters Body: 300 Characters URL: Required 	
Website Advertising: <ul style="list-style-type: none"> HireAuthority.ca Career Centre 	Leaderboard Banner	728x90	URL: Required	
	Homepage Big Box (run of site)	300x250		
	Homepage Big Box	300x250		



SUBMISSION DEADLINES

5 business days in advance of publication



REVIEW & APPROVAL

All advertising on HRPAs channels and publications are subject to review & approval. HRPAs reserves the right to refuse content at our discretion, if we deem it inappropriate, offensive, misleading, or otherwise harmful. We are constantly improving and innovating and as a result this media kit and all advertising opportunities are subject to change.

Let's get in touch



GENERAL INQUIRIES

businessdevelopment@hrpa.ca



**Human
Resources
Professionals
Association**

Thank You

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