

CPHR

Alberta

www.cphrab.ca



**CONNECTING YOU TO ALBERTA'S
LEADING HR PROFESSIONALS**

MEDIA GUIDE

CPHR Alberta - Quarterly Magazine

FOR MORE INFORMATION, PLEASE CONTACT:

Norma Walchuk
Account Executive
Toll-free: (800) 665-2456, ext. 3628
Fax: (800) 709-5551
nwalchuk@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

CPHR

Alberta



CPHR ALBERTA ADVANTAGE

We are the premier association for human resources professionals in Alberta which include more than **5,600** members. Our membership includes:

- **Benefits Specialists**
- **Compensation Specialists**
- **Corporate HR Executives & Managers**
- **Employment & Labour Law Lawyers**
- **Outplacement, Productivity & Training Consultants**
- **Recruitment Specialists**

CPHR Alberta MAGAZINE

CPHR Alberta magazine is our official communication piece reaching **100%** of all chartered HR Professionals throughout Alberta.

92%

Value the magazine as a part of their membership.

95%

More than 95% of members are reading every issue of CPHR Alberta Magazine.

DID YOU KNOW?

- We are a founding member of the Canadian Council of Human Resources Association which represents more than 20,000 members across Canada.
- The human resources and benefits administration industry in Alberta totals approximately **\$1.35 billion** in revenue annually.*



PRINT EDITION



DIGITAL EDITION

www.naylornetwork.com/hri-nxt

2018 EDITORIAL CALENDAR

ISSUE	THEME & EDITORIAL	SPACE RESERVATION	SHIPPING DATE
Issue 1	<p>2018 CONFERENCE: "HR UNDEFINED"</p> <ul style="list-style-type: none"> • CPHR Alberta Infographic • Articles by Conference Speakers • 2018 Event Calendar 	1/5/2018	2/20/2018
Issue 2	<p>HR STRATEGY</p> <ul style="list-style-type: none"> • Round Table Discussion: Changes seen in HR Strategy • Technology Article: Apps to help organize day-to-day 	3/29/2018	5/17/2018
Issue 3	<p>ORGANIZATIONAL CULTURE AND LEARNING</p> <ul style="list-style-type: none"> • Education Q & A • Diversity Article • Feature on CPHR Alberta Volunteer Program 	7/5/2018	8/20/2018
Issue 4	<p>HR LAW/RESOURCE GUIDE</p> <ul style="list-style-type: none"> • Contribution from Alberta Law Firms on Trends • Marijuana Safety Piece • Round Table on 2019 Policy shifts • Bill 17 One Year Later • Feature on CPHR Alberta Mentorship Program 	10/1/2018	11/21/2018

*Editorial Calendar is tentative and subject to change.

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	3x	4x
Double Page Spread	\$4,009.50	\$3,809.50	\$3,609.50	\$3,409.50
Outside Back Cover	\$3,709.50	\$3,569.50	\$3,429.50	\$3,289.50
Inside Front or Inside Back Cover	\$3,479.50	\$3,339.50	\$3,199.50	\$3,059.50
Full Page	\$2,819.50	\$2,679.50	\$2,539.50	\$2,399.50
1/2-Page Island	\$2,239.50	\$2,129.50	\$2,019.50	\$1,899.50
1/2 Page	\$1,559.50	\$1,479.50	\$1,399.50	\$1,329.50
1/3 Page	\$1,249.50	\$1,189.50	\$1,119.50	\$1,059.50
1/4 Page	\$969.50	\$919.50	\$869.50	\$819.50
1/8 Page	\$609.50	\$579.50	\$549.50	\$519.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$1,839.50	\$1,749.50	\$1,659.50	\$1,559.50
1/2 Page	\$1,179.50	\$1,119.50	\$1,059.50	\$999.50
1/3 Page	\$839.50	\$799.50	\$759.50	\$709.50
1/4 Page	\$689.50	\$659.50	\$619.50	\$589.50
1/8 Page	\$479.50	\$459.50	\$429.50	\$409.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship Max | \$999.50
Leaderboard | \$899.50

Skyscraper | \$899.50
Belly Band | \$799.50

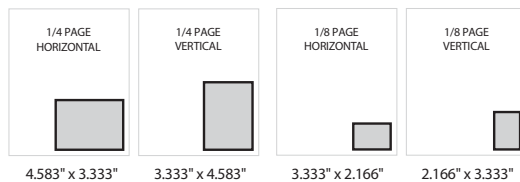
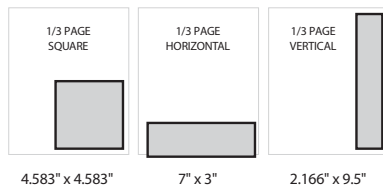
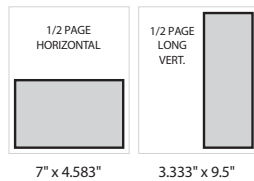
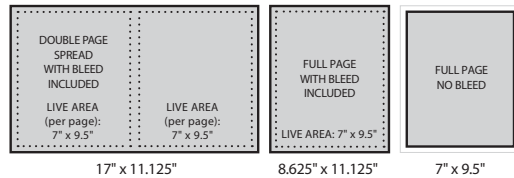
Toolbar | Free with Sponsorship Max

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of October 2017

PRINT ADVERTISING SPECIFICATIONS

CPHR Alberta Magazine

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert

CPHR Alberta Magazine

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

CPHR Alberta Magazine

CPHR
Alberta

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CPHR Alberta's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, CPHR Alberta Magazine is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



CPHR Alberta DIGITAL EDITION



Leaderboard | \$899.50

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship MAX* | \$999.50

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

Toolbar | Free with Sponsorship

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$899.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$799.50

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|---|---|
| <input type="checkbox"/> Absence & Disability Management | <input type="checkbox"/> Immigration Consulting | <input type="checkbox"/> Salary Surveys |
| <input type="checkbox"/> Accounting & Financial Services | <input type="checkbox"/> Information Management Consulting Services | <input type="checkbox"/> Sales Training |
| <input type="checkbox"/> Alcohol & Drug Testing | <input type="checkbox"/> Information Technology Education | <input type="checkbox"/> Staff Retention & Succession Planning |
| <input type="checkbox"/> Arbitration & Mediation | <input type="checkbox"/> Investigative Services | <input type="checkbox"/> Staffing Agencies |
| <input type="checkbox"/> Audiovisual Equipment/Services | <input type="checkbox"/> IT Staffing Specialists | <input type="checkbox"/> Staffing Solutions |
| <input type="checkbox"/> Benefits & Pension Consultants | <input type="checkbox"/> Labour & Employment Law | <input type="checkbox"/> Team Building |
| <input type="checkbox"/> Career & Outplacement Consultants | <input type="checkbox"/> Leadership Development | <input type="checkbox"/> Temporary Recruitment |
| <input type="checkbox"/> Catering Services | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Trade Show Displays |
| <input type="checkbox"/> Coaching | <input type="checkbox"/> Management Consulting | <input type="checkbox"/> Training & Organizational Development |
| <input type="checkbox"/> Computer Training/Consulting | <input type="checkbox"/> Marketing Research & Employee Surveys | <input type="checkbox"/> Training Consultants & Seminars |
| <input type="checkbox"/> Conflict Management | <input type="checkbox"/> Mentoring | <input type="checkbox"/> Training Programs - Design & Delivery |
| <input type="checkbox"/> E-Learning | <input type="checkbox"/> Occupational Health Services | <input type="checkbox"/> Training Programs - Resource Materials |
| <input type="checkbox"/> Employee Assessment & Testing | <input type="checkbox"/> Online Recruiting | <input type="checkbox"/> Wellness |
| <input type="checkbox"/> Employee Communication | <input type="checkbox"/> Organizational Consultants | <input type="checkbox"/> Workplace Dispute Resolution |
| <input type="checkbox"/> Employee Assistance Programs | <input type="checkbox"/> Payroll & HR Systems | <input type="checkbox"/> Workplace Health & Safety |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Payroll Benefits & Employee Services Outsourcing | <input type="checkbox"/> Workplace Training & Development |
| <input type="checkbox"/> Employee Health Rehabilitation | <input type="checkbox"/> Pension & Benefits | |
| <input type="checkbox"/> Employee Recognition & Service Awards | <input type="checkbox"/> Performance Management | |
| <input type="checkbox"/> Employment Agencies | <input type="checkbox"/> Photo Identification | |
| <input type="checkbox"/> Environmental Health | <input type="checkbox"/> Post-Secondary Education Programs | |
| <input type="checkbox"/> Ergonomics | <input type="checkbox"/> Professional Associations | |
| <input type="checkbox"/> Event Planners | <input type="checkbox"/> Project Management Training & Consulting | |
| <input type="checkbox"/> Fitness & Wellness Consultants | <input type="checkbox"/> Property Management | |
| <input type="checkbox"/> Florists | <input type="checkbox"/> Recognitions/Promotions | |
| <input type="checkbox"/> Group Benefits, Insurance & Retirement Savings | <input type="checkbox"/> Recruitment Services | |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Rehabilitation Services & Consultants | |
| <input type="checkbox"/> Health Benefits | <input type="checkbox"/> Relocation Services | |
| <input type="checkbox"/> HR & Business Conferences | <input type="checkbox"/> Retirement & Financial Planning | |
| <input type="checkbox"/> HR Consulting Services | <input type="checkbox"/> Safety & Recognition Awards | |
| <input type="checkbox"/> HR Information Systems | <input type="checkbox"/> Safety Consultants & Training | |
| <input type="checkbox"/> HR Resource Materials | | |
| <input type="checkbox"/> Human Resource Professional Development | | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20.00 = \$_____

Initial: _____ Date: _____