



Network quarterly magazine

Reach Alberta's leading HR professionals

The HRIA Advantage

- HRIA represents **5,000 members** within the province of Alberta.
- Our members include **executives and managers** in corporate HR departments; specialists in fields such as benefits, compensation and recruiting; lawyers specializing in employment and labour law; and consultants in outplacement, training, productivity and many other areas.
- HRIA is the **only organization in Alberta** to grant the Certified Human Resources Professional designation, and is a founding member of the Canadian Council of Human Resources Association.
- In a recent survey, *Network* magazine was ranked as one of the **top three services most important to HRIA members**.

Who We Are

HRIA is the **leading professional association** for human resources throughout Alberta. HRIA serves as the voice for human resources issues in Alberta and represents the membership on issues at the provincial, national and international level.

Maximize your investment

A successful marketing campaign involves a constant flow of information to prospective buyers. Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, **HRIA delivers your message to members both in print and online.**

Demonstrate your support for HRIA and reach members who are key decision-makers for their organizations by including your message in *Network* quarterly magazine.

For more information, please contact:

Norma Walchuk
Account Executive
Toll-free: (800) 665-2456, ext. 628
Fax: (800) 709-5551
nwalchuk@naylor.com

IN PRINT AND ONLINE

Connect with HRIA members throughout the year

Network PRINT EDITION

Our quarterly magazine provides members with current and relevant information about trends and insights that further the advancement of HR practices in Alberta.



Network DIGITAL EDITION

In addition to print, *Network* is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

SPECIAL FEATURES

Advertiser.com

All advertisers receive a free Advertiser.com listing. Our cross-reference highlights your company's website to help increase your online traffic.

Index of Advertisers


All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

To learn more about HRIA, visit:

www.hria.ca



Dear Members and Colleagues:

A vertical column of six circles on the left side of the page. From top to bottom, the colors are: dark teal, light green, dark teal, light green, light green, and dark teal.

Human Resources Institute of Alberta is pleased to announce that we are continuing to work with Naylor, LLC, in 2012 to produce our official quarterly magazine, *Network*. Naylor provides advertising, publication and media services that build your company's image and link your brand with buyers in the human resources profession.

By affiliating your organization with HRIA, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already included in our membership.

HRIA's magazine, *Network*, delivers your message to key members in the human resources profession who specify products, lead projects and approve purchases on behalf of their companies. This is your opportunity to advertise and promote your products and services to a major purchasing audience.

HRIA is proud to serve as the provincial leader and voice of the human resources profession. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership.

Since 1969, Naylor has crafted custom communication solutions for businesses like yours. When you advertise with HRIA through Naylor, you can expect:

- Top-quality exposure to key decision-makers with purchasing power
- Professional advertising design services
- Ongoing customer service support

Tell the human resources profession about your business' quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in HRIA media. HRIA also has a number of online options to choose from. If you would like more information please contact me at 403-541-8707 or toll free at 1-800-668-6125 ext 107

Sincerely,

A handwritten signature in blue ink, appearing to read "Cori Imbery".

Cori Imbery
Manager, Marketing & Communications
HRIA

Network – print edition

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

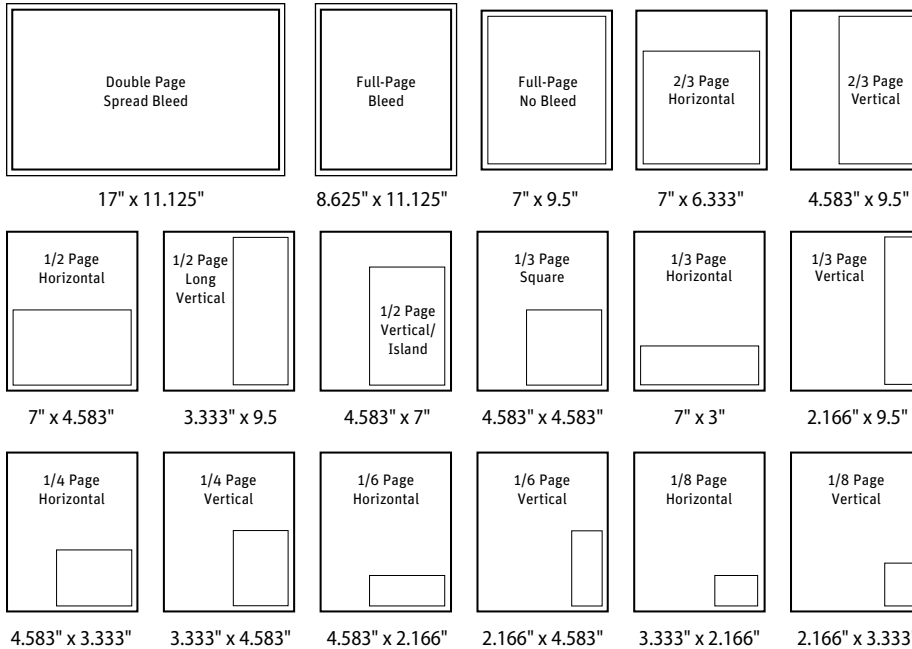
Full-Colour Rates	1x	2x	3x	4x
Double-Page Spread	\$3,839.50	\$3,649.50	\$3,459.50	\$3,259.50
Outside Back Cover	\$3,519.50	\$3,389.50	\$3,249.50	\$3,119.50
Inside Front or Inside Back Cover	\$3,319.50	\$3,189.50	\$3,049.50	\$2,919.50
Full Page	\$2,679.50	\$2,549.50	\$2,409.50	\$2,279.50
2/3 Page	\$2,429.50	\$2,309.50	\$2,189.50	\$2,069.50
1/2-Page Island	\$2,139.50	\$2,029.50	\$1,929.50	\$1,819.50
1/2 Page	\$1,489.50	\$1,419.50	\$1,339.50	\$1,269.50
1/3 Page	\$1,169.50	\$1,109.50	\$1,049.50	\$989.50
1/4 Page	\$909.50	\$859.50	\$819.50	\$769.50
1/6 Page	\$769.50	\$729.50	\$689.50	\$649.50
1/8 Page	\$569.50	\$539.50	\$509.50	\$479.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$1,729.50	\$1,639.50	\$1,559.50	\$1,469.50
2/3 Page	\$1,479.50	\$1,409.50	\$1,329.50	\$1,259.50
1/2-Page Island	\$1,189.50	\$1,129.50	\$1,069.50	\$1,009.50
1/2 Page	\$1,119.50	\$1,059.50	\$1,009.50	\$949.50
1/3 Page	\$799.50	\$759.50	\$719.50	\$679.50
1/4 Page	\$649.50	\$619.50	\$579.50	\$549.50
1/6 Page	\$519.50	\$489.50	\$469.50	\$439.50
1/8 Page	\$449.50	\$429.50	\$399.50	\$379.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). HRI-Q0112 (LR 11/30/07 HRI-Q0108)

Print Advertising Specifications

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.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour 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 colour 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 colour 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 and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Network – digital edition

Digital Edition

In addition to print, *Network* 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.



Extend your print advertising investment with the unique benefits of digital media:

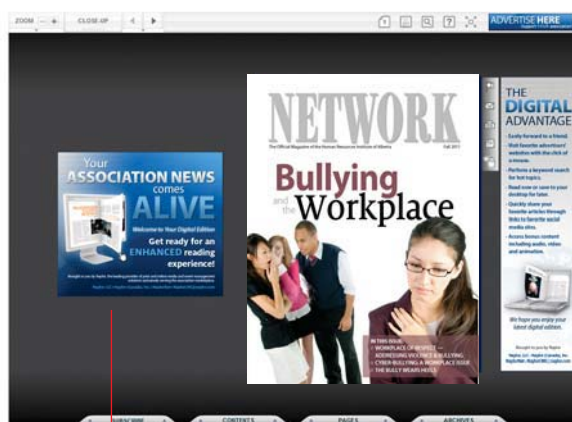
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,999.50

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



eToolbar | \$1,599.50

Your company name is displayed as a button on the toolbar, found in the top right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$1,799.50

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

Network – digital edition

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add any Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage colour.
- Make sure there is no white space around the edge of the animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Colour Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Network

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

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20 = \$** _____

Initial: _____ **Date:** _____

Network

Past Advertisers

We appreciate the investment that our advertisers make with the Human Resources Institute of Alberta and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured in *Network*.

ADR Chambers	HBC Gift Cards
Alberta Arbitration & Mediation Society	HireGround Software Solutions
Alberta Blue Cross	Ideas at Work
Alberta Congress Board	illnessandabsenteeism.com
Allstate Insurance Company of Canada	IPM -Institute of Professional Management
Arete Human Resources Inc.	jobWings Careers
ASET Association of Science & Engineering Technology Professionals of Alberta	Keldar Leadership Solutions
BackCheck	Kelly+MacLean International
Banff Centre, The	Kimberlink Consulting
Bissett School of Business, Mount Royal University	Learning and Performance Institute
Bow Valley College	MacPherson Leslie & Tyerman ,LLP
Bromwich & Smith, Inc.	Manulife Financial
Canadian HR Press	Mercer Human Resource Consulting
Canadian Institute of Chartered Accountants	Mount Royal University
Canadian Payroll Association, The	NAIT - Department of Corporate and International Training
Canpro HR Services, Inc.	Northern Territories Federation of Labour
Certified General Accountants	Perkopolis
Co-operators, The	Personal Insurance, The
Crisis & Trauma Resource Institute Inc.	Personnel Department, The
D.L.G.L., Ltd.	Psychologists' Association of Alberta
Desjardins Financial Security	Psychometrics Canada, Ltd.
Editorial Advertisement	Queen's University IRC
Empower Performance Group	RBC Global Asset Management
Ergosum Consulting	Shaw Conference Centre
Excellerate Corp.	Special Benefits Insurance Services
Fieldlaw	St. John's Ambulance
Fircroft	Standard Life - Group Savings & Retirement
Garda Security Group, Inc., The	Stargarden Group
Giftcertificates.ca, a Division of Moneris Solutions Corporation	TMP Worldwide
Globe and Mail, The	Toombs, Inc.
GrantMacEwan University	Trab Training, Inc.
Green Shield Canada	Uuniglobe Geo Travel
Haskayne School of Business	University of Alberta Faculty of Extension
	University of Calgary Continuing Education
	University of Lethbridge