



2012 MEDIA PLANNER

For more information, visit
www.hrpa.ca or contact:

Alana Place

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www.hrpa.ca



Human Resources
Professionals
Association

“HRPA is **internationally recognized** for its **knowledge, innovation and leadership**. It connects its membership to an **unmatched range** of HR information, resources, events, professional development and networking opportunities.”



Human Resources
Professionals
Association

WHO WE ARE

The Human Resources Professionals Association (HRPA) is Canada's HR thought leader with more than 19,000 members in 28 chapters across Ontario and other locations across Canada and around the world.

Founded 75 years ago, HRPA regulates the Ontario HR profession and is internationally recognized for its knowledge, innovation and leadership. It connects its membership to an unmatched range of HR information resources, events professional development and networking opportunities. In Ontario, HRPA grants the Certified Human Resources Professional (CHRP) designation, the national standard for excellence in human resources management, as well as the Senior Human Resources Professional (SHRP) designation, reserved for high-impact leaders.



> HRPA IS THE THIRD LARGEST HR ASSOCIATION IN THE WORLD

> HRPA IS THE LARGEST HR ASSOCIATION IN CANADA

> HRPA HOSTS THE SECOND LARGEST ANNUAL HR CONFERENCE AND TRADE SHOW IN THE WORLD

HR PROFESSIONAL

HR Professional is the largest magazine for human resources professionals in Canada with a subscription base of more than 20,000 and a pass-along readership of twice that number.

Distributed eight times a year, *HR Professional* reports on the latest workplace news and offers in-depth analysis on the most cutting-edge developments in people management, HR law and strategy. Articles are written by accomplished journalists and leaders in the field, and readers use the publication for research, reference and to find trusted suppliers.

“I look forward to receiving my copy of the *HR Professional* as it provides me with valuable up-to-date information and potential sources of contacts should I require services from a provider that has advertised in the magazine.”

-Sarah Gayer, *Sare and Associates*

READERSHIP PROFILE

GENDER

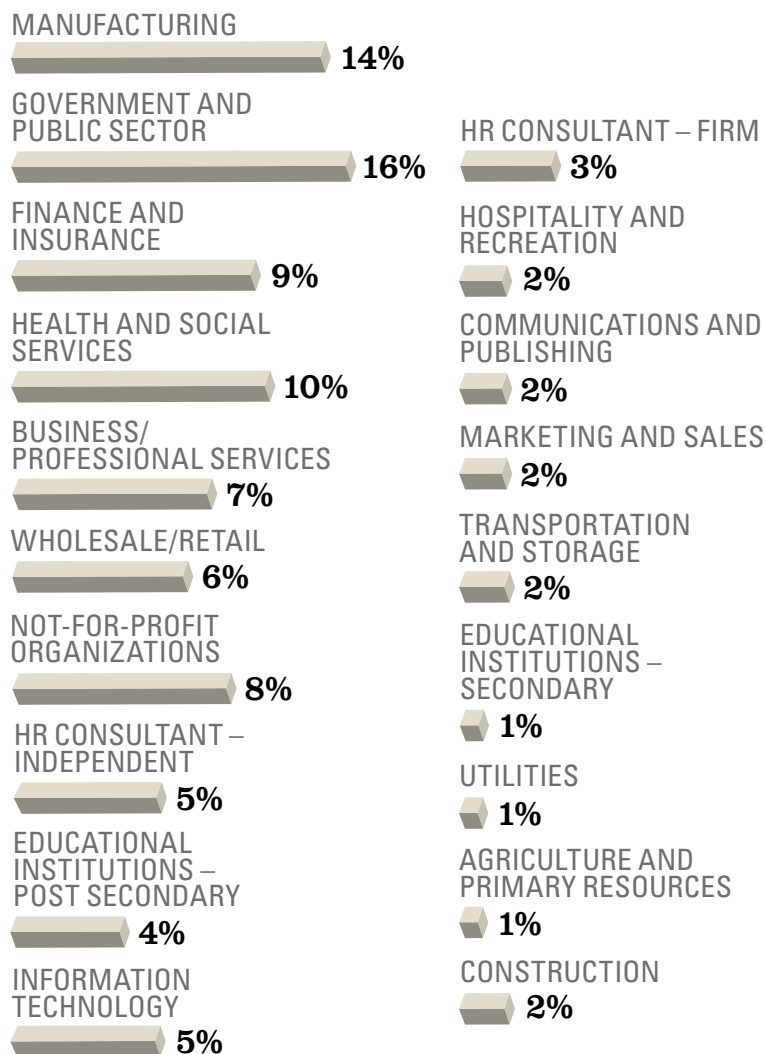
MALE – 17.5%

FEMALE – 82.5%

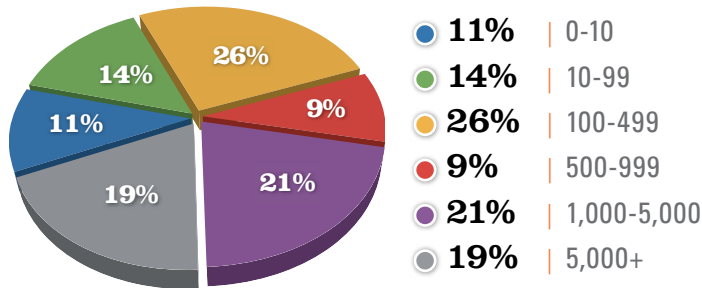
MEDIAN INCOME

\$75,358.50

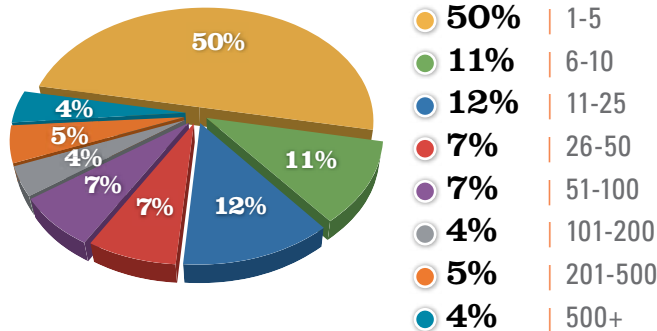
OUR READERSHIP COMES FROM A VARIETY OF BUSINESS INDUSTRIES:



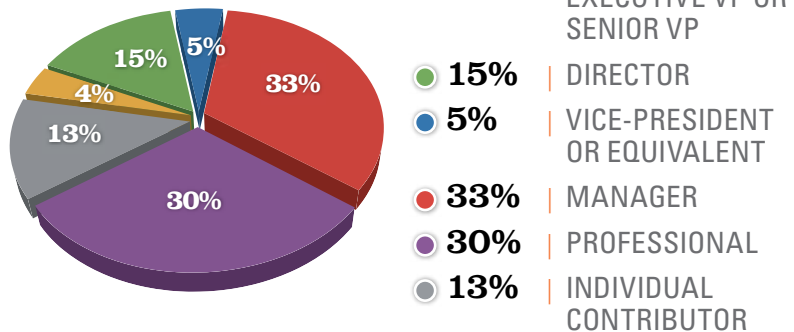
COMPANY SIZE BY EMPLOYEE:



NUMBER OF HR STAFF IN ORGANIZATION:



TITLES:



SOURCE: 2008-2009 HRPA DEMOGRAPHIC REPORT



HR PROFESSIONAL | MARCH/APRIL 2011



HR PROFESSIONAL | MAY/JUNE 2011

EDITORIAL CALENDAR

IN EVERY ISSUE

EDITOR'S LETTER

The editor discusses the theme of each issue of *HR Professional* and how it relates to the challenges and opportunities facing today's human resources practitioners.

LEADERSHIP MATTERS

In this regular column, the chair of HRPA's board of directors examines how current events are affecting the profession.

UPFRONT

An engaging series of short news items covering the HR spectrum of topics. This section delivers concise, relevant and interesting information to the busy HR professional.

ISSUE	FEATURES	DEADLINES
JANUARY SHIPS: DECEMBER 2011 PRE-CONFERENCE ISSUE	PEOPLE/TALENT MANAGEMENT Feature: Developing a People Management Strategy Feature: Tapping into new and different talent pools PLUS Legal: AODA update; HR Hero; Applicant Tracking Systems; Front-line training	Space: Oct. 25, 2011 Materials: Oct. 2, 2011
FEBRUARY SHIPS: JANUARY 2012 CONFERENCE ISSUE	THE FUTURE OF WORK CAREER MAPPING Feature: HRPA Examines the trends that will shape the future of the Canadian workplace Feature: Career Mapping (CIPD/UK and HRPA) PLUS Role of Certification from a regulatory perspective; HR Survival Guide for Working in Multi-national organizations; HR Hero	Space: Nov. 3, 2011 Materials: Nov. 7, 2011
MAR/APR SHIPS: FEBRUARY 2012	HR DURING TURBULENT TIMES Feature: Strategic HR: What does an HR professional do to have an active role at executive table and to meet expectations of CEO/CFO Feature: Trends and Reporting on Executive Compensation PLUS Financial Literacy for HR; Ten Point Checklist for Surviving Turbulent Times; HR Hero; Employee engagement; Business Transformation	Space: Dec. 22, 2011 Materials: Dec. 23, 2011
MAY/JUNE SHIPS: APRIL 2012	ACCESSIBILITY, ACCOMMODATION Feature: Meeting AODA requirements: are you ready? Feature: Accommodation: Why and how it makes good business sense PLUS HR Hero; Harassment-free workplace; Communication Tools	Space: Feb. 9, 2012 Materials: Feb. 16, 2012

ISSUE	FEATURES	DEADLINES
<p>JULY/AUG SHIPS: JUNE 2012</p>	<p>PERFORMANCE MANAGEMENT Feature: Due diligence and performance reviews. They will come back to haunt you at termination time, if not done properly Feature: How Mentoring can Help you climb the corporate ladder PLUS Effectively using 360° feedback to deliver results; LEGAL ramifications of disciplinary investigations; HR Hero</p>	<p>Space: Apr. 27, 2012 Materials: May 4, 2012</p>
<p>SEPTEMBER SHIPS: AUGUST 2012</p>	<p>DIVERSITY & INNOVATION Feature: Looking for Talent Beyond Canadian borders: Finding, hiring and working with skilled and professional new Canadians Feature: HR & Innovation: Are you leading the charge, or standing in the way? PLUS Building a Culture of Trust; Handling gender issues; How to help with obtaining professional credentialing; HR Hero</p>	<p>Space: Jul. 4, 2012 Materials: Jul. 11, 2012</p>
<p>OCTOBER SHIPS: SEPTEMBER 2012</p>	<p>LEGISLATION & COMPLIANCE Feature: Drugs & Alcohol Policies – Update on what’s allowed and what’s not Feature: Reference & criminal records checks PLUS Investigations that work; Why meeting the letter of the law is not enough; Legislation roundup; HR Hero</p>	<p>Space: Aug. 3, 2012 Materials: Aug. 10, 2012</p>
<p>NOV/DEC SHIPS: OCTOBER 2012</p>	<p>HOW TO CREATE A “BEST PLACE TO WORK” Feature: Innovation in Rewards & Recognition – not just the same old/same old Feature: Success Stories from some of the best places to work: How do they do it? PLUS Motivating the Generations; Workplace bullying & violence prevention; HR Hero</p>	<p>Space: Aug. 29, 2012 Materials: Sept. 5, 2012</p>

LEGAL

Written by the industry’s top lawyers, the Legal column educates readers on some of the finer points of HR law.

FEATURES

An in-depth look at the latest topics showing up on the HR radar. Meticulously researched and written, the feature articles delve straight into the heart of the issues that everybody is talking about.

HR HEROES

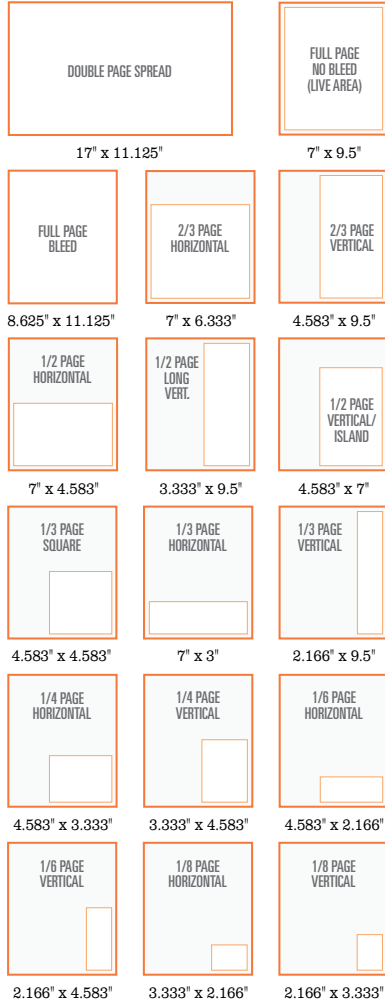
A one-on-one chat with HR leaders whose vision and skills have propelled them to the top of the HR management, and beyond. Learn the secrets of success and how you can apply it to your life and career.

THE LAST WORD

Located on the back page of every issue, this column presents an insightful look at leadership and offers tips to greater personal and professional development.

PRINT RATES INCLUDE AN eLINK IN THE DIGITAL VERSION OF *HR PROFESSIONAL*

AD DEPICTIONS



RATES

FULL-COLOUR RATES – WITH eLINK

SIZE	1x/2x	3x/4x	5x/6x	7x/8x
DPS	\$5,349.50	\$5,079.50	\$4,489.50	\$4,279.50
OBC	\$4,989.50	\$4,809.50	\$4,399.50	\$4,259.50
IFC/IBC	\$4,619.50	\$4,439.50	\$4,029.50	\$3,889.50
Full-Page	\$3,669.50	\$3,489.50	\$3,079.50	\$2,939.50
2/3-Page	\$3,319.50	\$3,149.50	\$2,789.50	\$2,659.50
1/2-Page Island	\$3,049.50	\$2,899.50	\$2,559.50	\$2,439.50
1/2-Page	\$2,869.50	\$2,729.50	\$2,409.50	\$2,299.50
1/3-Page	\$2,549.50	\$2,419.50	\$2,139.50	\$2,039.50
1/4-Page	\$1,729.50	\$1,639.50	\$1,449.50	\$1,379.50
1/6-Page	\$1,389.50	\$1,319.50	\$1,169.50	\$1,109.50
1/8-Page	\$899.50	\$849.50	\$759.50	\$719.50

DPS: DOUBLE PAGE SPREAD | OBC: OUTSIDE BACK COVER | IFC/IBC: INSIDE FRONT/BACK COVER

BLACK-AND-WHITE RATES – WITH eLINK

SIZE	1x/2x	3x/4x	5x/6x	7x/8x
Full-Page	\$2,669.50	\$2,539.50	\$2,239.50	\$2,139.50
2/3-Page	\$2,319.50	\$2,199.50	\$1,949.50	\$1,859.50
1/2-Page Island	\$2,049.50	\$1,949.50	\$1,719.50	\$1,639.50
1/2-Page	\$1,869.50	\$1,779.50	\$1,569.50	\$1,499.50
1/3-Page	\$1,549.50	\$1,469.50	\$1,299.50	\$1,239.50
1/4-Page	\$1,129.50	\$1,069.50	\$949.50	\$899.50
1/6-Page	\$989.50	\$939.50	\$829.50	\$789.50
1/8-Page	\$599.50	\$569.50	\$499.50	\$479.50

DIRECT MAIL RATES

SIZE	w/o eLink	w/ eLink
1 pg/ 2 sided	\$3,869.50	\$3,969.50
2 pg/ 4 sided	\$4,839.50	\$4,989.50

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *HR Professional* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct mail piece in our polybag with the publication will ensure tremendous exposure for your company. Your direct mail piece will reach every member of the Human Resources Professionals Association.

eMAGAZINE EDITION

IN ADDITION TO PRINT, *HR PROFESSIONAL* IS ALSO AVAILABLE IN A FULLY INTERACTIVE DIGITAL VERSION. MEMBERS AND READERS RECEIVE EACH ISSUE VIA EMAIL, AND EACH NEW ISSUE IS POSTED ON THE WEBSITE. A FULL ARCHIVE OF PAST ISSUES IS AVAILABLE FOR A 12-MONTH PERIOD, ENSURING LONGEVITY FOR YOUR ONLINE PRESENCE.

eMAG CORE SPONSOR EXCLUSIVE Advertising Opportunity

When you sponsor the eMagazine, your company is the first ad readers see when they open their digital copies. Your message will be prominently displayed directly across from the cover of the magazine.

RATE: \$3,159.50

550 X 480 PIXELS, JPEG, GIF, FLASH OR VIDEO

eSKYSCRAPER EXCLUSIVE Advertising Opportunity

Featured to the right of the eMagazine, readers will be able to see your advertising message the entire time they are reading *HR Professional*.

RATE: FREE with purchase of eMag Core Sponsor!

200 X 783 PIXELS, JPG ONLY, FONT SHOULD BE SANS SERIF AND 18 POINT OR LARGER

eTOOLBAR EXCLUSIVE Advertising Opportunity

Sponsor the eToolbar and appear in front of readers the entire time they are browsing the eMagazine. Your company's information will display in the top right-hand corner of the browser next to frequently used navigational icons.

RATE: \$1,509.50

250 X 50 PIXELS, JPEG ONLY

AD "JOLT" UPGRADE

Transform your static display advertisement into an attention-grabbing, animated message.

RATE: \$299.50

PRICE IS PER INSERTION

“Using the *HR Professional* digital edition allows me to quickly find articles most relevant to my needs and interests.”

-Bill Nalepka,
Resolve Labour Relations Solutions



eSPONSORSHIP & eSKYSCRAPER

NOTE: VIDEO FILES MUST BE NO LARGER THAN 431 X 277 PIXELS AND SUPPLIED IN THE FOLLOWING FORMATS: JPG, GIF, FLASH/SWF, AVI, MPG, MOV, FLV OR REAL PLAYER.

PLEASE SUPPLY BOTH .SWF AND .FLA FILES WHEN SUBMITTING FLASH ANIMATION.



eTOOLBAR

ONLINE PRODUCTS



HRPROMAG.COM

A one-stop shop of HR industry information for members. *HR Professional's* website brand extension houses the digital eMagazine and its searchable archive, as well as additional articles written by industry experts, RRS and Twitter feeds, and social media links.

LARGE SQUARE

RATE: Contact your Naylor advertising representative.

250 X 250 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK

HORIZONTAL BANNER

RATE: Contact your Naylor advertising representative.

468 X 60 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK



HR PROFESSIONAL DIGITAL NEWSLETTER

A perfect complement to the print edition, *HR Professional* eNewsletter delivers the digital edition of the magazine directly to the inbox of all association members, and features bonus articles, news and expert commentary relevant to the *HR Professional* readership. All content in the eNewsletter links back to HRProMag.com website and the digital magazine.

VERTICAL BANNER

RATE: Contact your Naylor advertising representative.

120 X 240 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK

HORIZONTAL BANNER

RATE: Contact your Naylor advertising representative.

468 X 60 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK

HRPA.CA:

- AVERAGES 60,000 VISITS AND 30,000 UNIQUE VISITORS EACH MONTH.
- AVERAGE VISIT IS 3.5 MINUTES
- 200,000 DOCUMENTS VIEWED PER MONTH
- ACCESSED BY BOTH HRPA MEMBERS AND NON-MEMBERS

HRPA ON THE WEB

RUN-OF-SITE BANNER ADVERTISING

468 X 60 PIXELS, JPEG OR GIF, 30KB SIZE LIMIT, INCLUDE HYPERLINK

Your ad will be one of only five horizontal banner ads rotating in this position on every page of the HRPAs website.

3 MONTHS	6 MONTHS	12 MONTHS
\$1,700	\$3,150	\$5,500

RUN-OF-SITE SKYSCRAPER BANNER ADVERTISING

120 X 600 PIXELS, JPEG OR GIF, 30KB SIZE LIMIT, FIVE ADVERTISERS ROTATE IN EACH POSITION, INCLUDE HYPERLINK

Your ad will be one of only five ads rotating in this position on every page of the HRPAs website.

3 MONTHS	6 MONTHS	12 MONTHS
\$1,500	\$2,750	\$5,000



HOME PAGE BANNER ADS



SUB-PAGE BANNER ADS

ONLINE PRODUCTS

eNEWSLETTER

The **HRPA 360°** eNewsletter contains timely industry news and information and is emailed to more than 20,000 inboxes each month. Place your ad message in **HRPA 360°** and you will reach a broad spectrum of HR professionals including senior and intermediate-level managers and supervisors, consultants and employment law experts.

THERE IS SPACE FOR **ONLY SEVEN ADVERTISERS** IN **HRPA 360°**. CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY TO RESERVE YOUR SPOT.

IN PRINT AND ONLINE:

NO MATTER HOW YOU NEED TO CONNECT WITH THE LEADERS IN THE HR PROFESSION, OUR FULL COMMUNICATION SUITE CAN HELP YOU REACH THOSE WHO NEED YOUR PRODUCTS AND SERVICES THROUGHOUT THE YEAR.



HORIZONTAL BANNERS

468 X 60 PIXELS, JPEG ONLY
30KB SIZE LIMIT, ONLY THREE
POSITIONS PER ISSUE

3 MONTHS: \$2,100

6 MONTHS: \$3,675

12 MONTHS: \$6,000

VERTICAL BANNERS

120 X 240 PIXELS, JPEG ONLY
30KB SIZE LIMIT, ONLY FOUR
POSITIONS PER ISSUE

3 MONTHS: \$2,200

6 MONTHS: \$3,850

12 MONTHS: \$6,500

THOUGHT LEADERSHIP BROADCAST

Sent out each Thursday in the month, our Thought Leadership message goes out to 18,000 HR decision-makers and provides a weekly round-up of the latest HRPA research, employment law updates, workplace best practices and more!

HORIZONTAL BANNER

RATE: **\$2,000/Month**

Exclusive position – only one banner sponsorship is available! Thought Leadership goes out weekly, so you receive exposure four times a month!

468 X 60 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDES HYPERLINK AND A WHITE PAPER



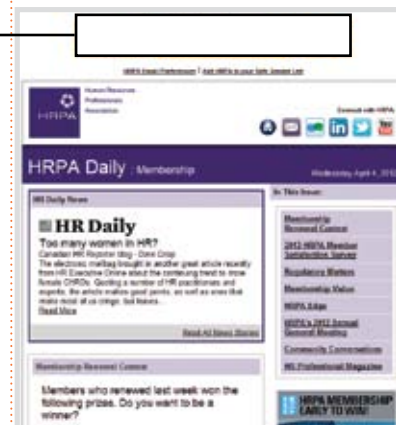
WEEKLY MEMBERSHIP BROADCAST

Receive exposure four times a month! Emailed each Wednesday to 18,000 industry professionals, our Membership message provides daily HR updates and a weekly summary of news and information around core HRPA membership benefits.

HORIZONTAL BANNER

RATE: **\$1,800/Month**

468 X 60 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDES HYPERLINK AND A WHITE PAPER



PROFESSIONAL DEVELOPMENT BROADCAST

Sent out each Tuesday in the month, our *Professional Development* message goes out to 18,000 HR decision-makers and provides daily HR News and weekly summary of professional development and HR education opportunities for HRPAs members at all career stages.

HORIZONTAL BANNER

RATE: **\$1,800/Month**

Exclusive position – only one banner sponsorship is available! *Professional Development* goes out weekly, so you **receive exposure four times a month!**

468 X 60 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDES HYPERLINK



EXTENDED BENEFITS BROADCAST

Receive exposure four times a month! Emailed each Friday to 18,000 industry professionals, our *Extended Benefits* broadcast provides daily HR News and a weekly digest of the latest 3rd party products, services, promotions and offers available exclusively to HRPAs members.

HORIZONTAL BANNER

RATE: **\$1,800/Month**

Exclusive position – only one banner sponsorship is available! *Extended Benefits* goes out weekly, so you **receive exposure four times a month!**

468 X 60 PIXELS, JPG OR GIF FORMAT (NO ANIMATION), MAXIMUM AD SIZE: 30K, INCLUDES HYPERLINK





HIRE AUTHORITY

The most-trusted HR job board in Canada.

For 10 years, access to Hire Authority was an exclusive benefit of HRPAs members. In 2009, HRPAs and *Canadian HR Reporter*, reached an agreement to make Hire Authority its official job board and now Hire Authority is available to every HR professional in Canada. With more than 6,000 registered employers and an average of one million individual job searches annually, your advertisement on Hire Authority is sure to gain attention.

SKYSCRAPER RATE: **\$2,000/Month**

ROS (RUN-OF-SITE, APPEARS ON EVERY PAGE!)

EXCLUSIVE—ONE POSITION ROTATING ONE AD TOTAL.

120 X 600 PIXELS, JPG OR GIF FORMAT, MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK

LEADERBOARD RATE: **\$2,000/Month**

ROS (RUN-OF-SITE, EXCLUDES HOME PAGE)

EXCLUSIVE—ONE POSITION ROTATING ONE AD TOTAL.

728 X 90 PIXELS, JPG OR GIF FORMAT, MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK

SPECIAL OFFER! For each month that you reserve a spot on the Hire Authority website, you'll receive one week on the exclusive Horizontal Banner position on the Weekly Careers Broadcast for FREE!



WEEKLY CAREERS BROADCAST

Sent out each Monday, our Careers email provides a weekly update of HRPAs programs and services to help advance members' careers. It also includes the latest HR jobs from Hire Authority. Don't miss the chance to appear in this email that reaches more than 18,000 HR professionals, 50 times a year!

HORIZONTAL BANNER RATE: **\$1,750/Week**

468 X 60 PIXELS, JPG OR GIF FORMAT, MAXIMUM AD SIZE: 30K, INCLUDE HYPERLINK

TESTIMONIALS

AS YOU CONSIDER ADVERTISING IN *HR PROFESSIONAL* MAGAZINE, IT'S IMPORTANT THAT YOU KNOW WHAT OUR READERS HAVE TO SAY.

HR PROFESSIONAL IS:

A MUST READ. “*HR Professional* provides an excellent overview of current issues and changes in the industry. The articles are interesting and informative. A must read!”

– JULIA ROBERTS, **CHRP**, CONSULTANT, PUBLIC SECTOR PRACTICE, RAY & BERNDTSON

TIMELY & INSIGHTFUL. “Your publications are invaluable to us. As a small- to medium-sized business operation we do not have a dedicated HR department and your publication keeps us informed with the latest HR information. You do all the leg work for us, which allows us more time to concentrate on our core business.”

– EVA PETRILLO, MANAGER OF OPERATIONS, CECCONI SIMONE INC.

INFORMATIVE. “*HR Professional* is an excellent resource for both the HR novice and the seasoned professional, as it provides readers with the most up-to-date information on HR issues and upcoming trends. The articles have definitely helped in guiding me throughout my career. It has often given me ideas on how to make my organization better from a human resources

standpoint and has provided me with answers to my own questions when dealing with certain workplace issues.”

– TIFFANY SO, **B.SC., CHRP**, HUMAN RESOURCES GENERALIST, HOYA VISION CARE CANADA

WELL READ. “As a Letter Carrier Supervisor for Canada Post, I am expected to have knowledge on HR issues like pay and benefits, health and safety, and labour relations. *HR Professional* helps me to keep on top of hot topic items and provides best practices for everyday use. *HR Professional* helps me stay one step ahead of the curve!”

– JONATHAN GLAISTER, LETTER CARRIER SUPERVISOR, CANADA POST CORPORATION

RESOURCEFUL. “*HR Professional* magazine is a resource that is used by me and my co-workers in advising and consulting job seekers and local employers. The articles often relate to current issues that we are confronting on a regular basis. Working for a local employment resource centre, we are expected to be knowledgeable about current labour market issues and *HR*

Professional magazine helps us to do this. I keep my magazines at work, so that they can be referred to when we are researching a topic or searching for ideas.”

– JILL GALLOWAY, B.SC., CHRP, JOB DEVELOPER, NORTHERN LIGHTS CANADA

INSPIRATIONAL. “I would just like you to know that I enjoy reading the *HR Professional* as it keeps me up-to-date on current HR issues as well as gives me ideas to use in my own workplace. Being the only HR professional in my workplace, and having no one to bounce ideas off of, it gives me inspiration and stimulation to try new things.”

– JENNIFER ARMOUR, HUMAN RESOURCE MANAGER, DIXIE TOYOTA

HELPFUL. “As a business student interested in a career in human resources, the information provided in *HR Professional* is invaluable.”

– JOHN BUTTERS, STUDENT, DEGROOTE SCHOOL OF BUSINESS, MCMASTER UNIVERSITY

RELIABLE. “I spend a lot of time reading *HR Professional*. I have been in the field for 10 years, however, I am currently studying towards my CHRP and find this resource not only an excellent tool for my workplace but also an excellent resource for school!”

– LESLIE CONNOLLY, BBA, DIRECTOR – FINANCE AND HUMAN RESOURCES/ CORPORATE SERVICES, MINWAASHIN LODGE – ABORIGINAL WOMEN’S SUPPORT CENTRE

PRINT ADVERTISING SPECS

PRODUCTION SERVICES

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

ARTWORK REQUIREMENTS

All digital colour and greyscale 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 greyscale 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 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

Proofs of ads produced by Naylor are available upon request at a charge of \$50.

REVISIONS

Revisions are subject to a \$50 surcharge.

SHIPPING INSTRUCTIONS

Ship all advertising materials to the attention of your account executive at:

NAYLOR (CANADA), INC. • 100 SUTHERLAND AVENUE • WINNIPEG, MB R2W 3C7
TOLL FREE: (800) 665-2456 • FAX: (204) 947-2047

For more information, visit www.hrpa.ca or contact:

Alana Place

Media Director

800.665.2456 ext. 460

aplace@naylor.com



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 can not be cancelled. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).