

**CPHR**

British Columbia  
& Yukon

# Advertising

2018

[CPHRBC.CA](http://CPHRBC.CA)

# Chartered Professionals in Human Resources of British Columbia and Yukon

Every day, the Chartered Professionals in Human Resources of British Columbia and Yukon (CPHR BC & Yukon) drives the HR profession forward by supporting its members with education and advocacy. We are the voice of the HR profession.

Founded in 1942, CPHR BC & Yukon has grown to include more than 5,700 members in BC and the Yukon. The Association is the sole grantor of the Chartered Professional in Human Resources (CPHR) designation in BC and the Yukon. As a member of the Chartered Professionals in Human Resources Canada, CPHR BC & Yukon contributes to setting and upholding the national standards for the CPHR designation. In addition, CPHR BC & Yukon offers professional development, networking and resources for HR professionals at every stage of their career.

## MEMBERSHIP

### INDUSTRY PARTNER

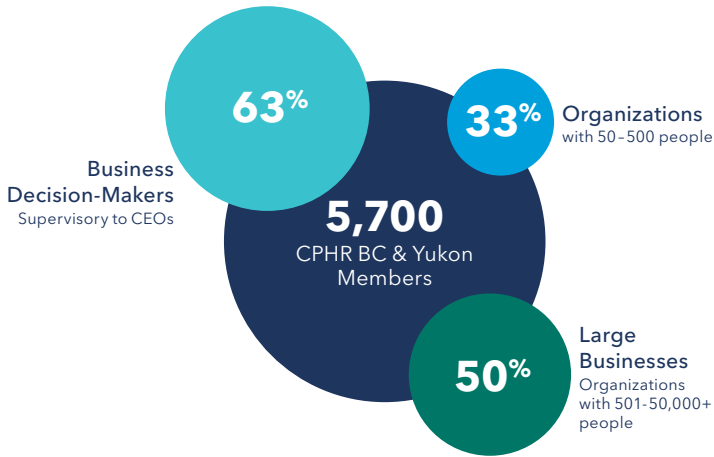
This membership provides organizations the opportunity to demonstrate to the business community that they support the HR profession while strengthening their own business opportunities. Gain member-to-member access to buyers and decision makers in the HR community. Industry partner members receive discounts on advertising and your organization is profiled on CPHR BC & Yukon's searchable industry partner directory. Annual membership fee is \$750. Find out more at [cphrbc.ca](http://cphrbc.ca).

### INDIVIDUAL

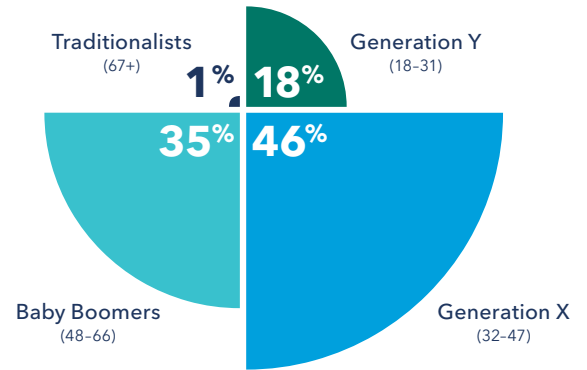
An individual membership is designed for HR professionals and those who work in all levels of human resources management. Membership with CPHR BC & Yukon demonstrates commitment to your career and the HR profession. Membership provides access to benefits such as the opportunity to earn the Chartered Professional in Human Resources (CPHR) designation, participate in the Professional Mentoring Program, expand your contacts, and much more. Be part of an influential professional community. Annual membership fees are \$400 for general members and \$555 for CPHR members plus a \$65 application fee. Find out more at [cphrbc.ca](http://cphrbc.ca).

# Member Demographics

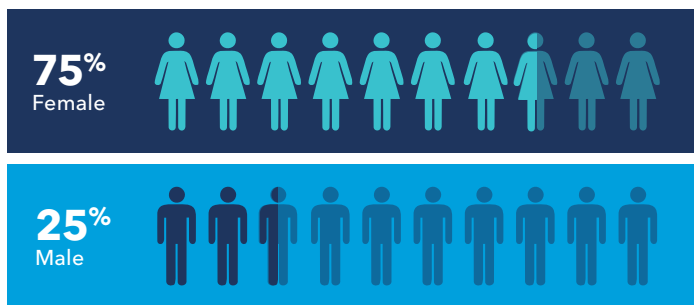
## Our Members



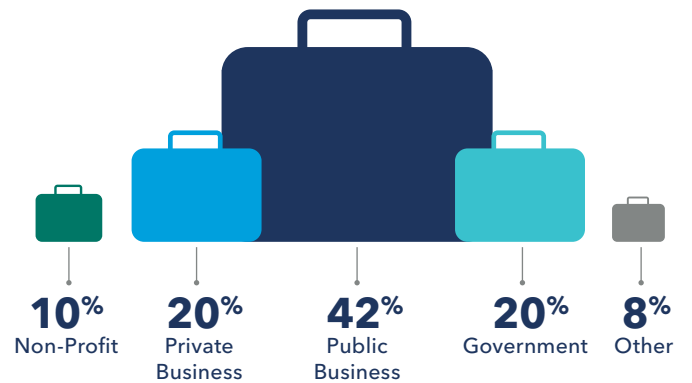
## Multi-Generational



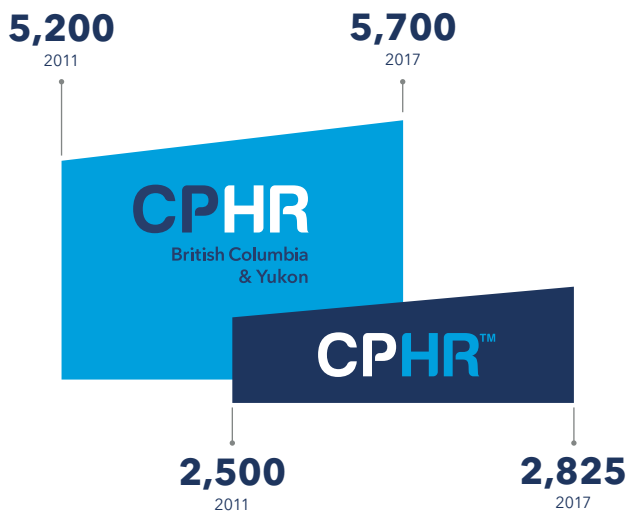
## Gender Balance



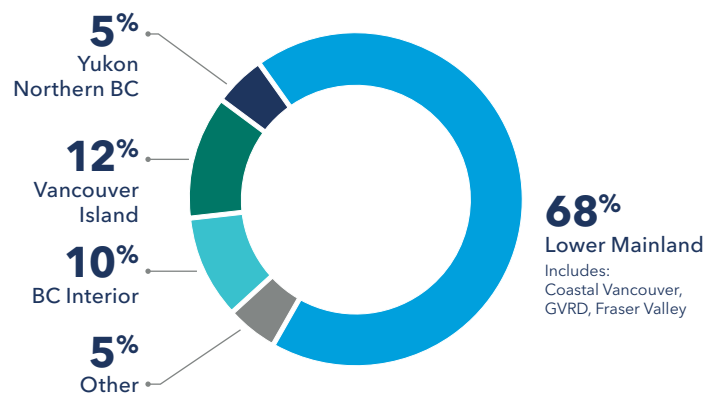
## Cross-Sector Market



## Membership & Designation Growth



## Membership Region



# General Information

## GUIDELINES

- » Advertising space is subject to availability.
- » Subject matter and wording of all advertising is subject to approval. CPHR BC & Yukon reserves the right to decline any content deemed inappropriate. Content relating to the promotion of competing designations will not be accepted.
- » The publisher will not be responsible for ad material beyond 12 months after publication.
- » Advertising is non-cancellable after closing date.

## PAYMENT

- » Full payment is required in advance for all electronic advertisement.
- » CPHR BC & Yukon accepts Visa, MasterCard, American Express or cheques payable to CPHR BC & Yukon.
- » Declined credit cards and NSF cheques will result in a \$30 service charge.
- » An additional \$100 will be charged for technical services as CPHR BC & Yukon deems necessary.
- » All rates are net and do not include applicable taxes.
- » Prices quoted are subject to HST/GST. Please calculate HST/GST at the rate in effect in your location. Purchasers located outside of Canada will not be charged HST/GST.
- » Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment must be made with the order or at the closing date unless credit terms have been arranged in advance.
- » Reg #119446714.

## CANCELLATION POLICY

A full refund, less a \$25 processing fee, will be issued for cancellations submitted in writing to CPHR BC & Yukon at least 14 days prior to the date the electronic ad is scheduled to run. Refunds will not be issued for any cancellations made within one week of the publication date. For *PeopleTalk Magazine*, advertising is non-cancellable after closing date.

## CONTACT

For more information on advertising or to book an ad, contact:

Jordan Kofsky  
Advertising Sales & Revenue Growth Specialist  
604.694.6944  
jkofsky@cphrbc.ca

# Digital Advertising

**People are looking at their smartphones everywhere—on the bus to work, at the coffee shop, in a meeting.**

It's no wonder that our standalone email blasts are sold-out two weeks in advance and our [cphrbc.ca](http://cphrbc.ca) home page ad is sold-out for the year.

Reach HR decision-makers and get measurable results with CPHR BC & Yukon digital offerings.

# Email Blasts

## ADVERTISING

- » Sent Mondays and Tuesdays
- » Standalone email
- » Responsive design
- » 600x480 pixel ad

	Single Insertion	Subscribers	Email Open Rate
Industry Partner:	\$900	5800	28%
Individual Member:	\$1059		
Non Member:	\$1800		

## SUBMITTING AN AD

For all email blasts, artwork must be submitted to [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca) in jpg, gif or png format. Please also include the url address and preferred subject line.

Email blasts are typically **sold-out** at least two weeks in advance.

Non- cancellable contract 14 days prior to publishing.

## ASSOCIATION NEWS

- » Sent bi-weekly on Wednesdays
- » Exclusivity
- » Responsive design
- » 600x280 pixels ad



	3 months	6 months	12 months	Subscribers	Newsletter Open Rate
Industry Partner:	\$3240	\$5130	\$8370	6545	32%
Individual Member:	\$3815	\$6015	\$9795		
Non Member:	\$5400	\$8550	\$13950		

## PROFESSIONAL DEVELOPMENT UPDATES

- » Sent bi-weekly on Fridays
- » Exclusivity
- » Responsive design
- » 600x280 pixels ad



	3 months	6 months	12 months	Subscribers	Newsletter Open Rate
Industry Partner:	\$3240	\$5130	\$8370	6700	31%
Individual Member:	\$3815	\$6015	\$9795		
Non Member:	\$5400	\$8550	\$13950		

## REGIONAL NEWS

- » Distribution based on four regional areas
- » Sent every Thursday
- » Exclusivity
- » Responsive design
- » 600x280 pixels ad



### ALL REGIONS

Includes all regions of CPHR BC & Yukon; about 6415 subscribers

	Single Insertion	3 months	6 months	12 months	Newsletter Open Rate
Industry Partner:	\$900	\$5400	\$11999	\$19999	36%
Individual Member:	\$1059	\$5940	\$13935	\$23225	
Non Member:	\$1800	\$10800	\$23999	\$39999	

### LOWER MAINLAND

Includes Coastal Vancouver, Fraser Valley and Greater Vancouver; about 4340 subscribers

	Single Insertion	3 months	6 months	12 months	Newsletter Open Rate
Industry Partner:	\$700	\$3600	\$5310	\$8910	34%
Individual Member:	\$770	\$4000	\$5900	\$9900	
Non Member:	\$1155	\$6000	\$8850	\$14850	

### VANCOUVER ISLAND

Includes Vancouver Island region; about 915 subscribers

	Single Insertion	3 months	6 months	12 months	Newsletter Open Rate
Industry Partner:	\$210	\$1800	\$2520	\$4320	44%
Individual Member:	\$230	\$2000	\$2800	\$4800	
Non Member:	\$345	\$3000	\$3000	\$7200	

### INTERIOR

Includes Central Interior and Southern Interior regions; about 730 subscribers

	Single Insertion	3 months	6 months	12 months	Newsletter Open Rate
Industry Partner:	\$210	\$1800	\$2520	\$4320	38%
Individual Member:	\$230	\$2000	\$2800	\$4800	
Non Member:	\$345	\$3000	\$3000	\$7200	

### NORTH

Includes Northern and Yukon regions; about 430 subscribers

	Single Insertion	3 months	6 months	12 months	Newsletter Open Rate
Industry Partner:	\$160	\$1350	\$1800	\$2520	35%
Individual Member:	\$175	\$1500	\$2000	\$2800	
Non Member:	\$263	\$2250	\$3000	\$4200	

## CPHR BC & YUKON WEBSITE

Ad Placement	Size (pixels)	Industry Partner	Individual Member	Non Member	Avg Pageviews
Home page 1	180x150	\$1670	\$1965	\$2505	132000+ / month
Home page 2	180x150	\$1440	\$1695	\$2160	132000+ / month
Login page	180x150	\$530	\$625	\$795	9500+ / month
Job Board page	468x60	\$400	\$478	\$600	3800+ / month

### SUBMITTING AN AD

Camera-ready ads in jpg, gif or png format can be submitted to [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca). Please include the url address. CPHR BC & Yukon reserves the right to place ads in whichever article is deemed appropriate.

## PEOPLETALK ONLINE WEBSITE

Ad Placement	Size (pixels)	Industry Partner	Individual Member	Non Member	Avg Pageviews
Front	300x250	\$835	\$985	\$1255	19000+ / month
Front	300x100	\$555	\$655	\$835	
Front	728x90	\$555	\$655	\$835	
Special Promotional Feature		\$500	\$550	\$625	

### SUBMITTING AN AD

Camera-ready ads in jpg, gif or png format can be submitted to [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca). Please include the url address. CPHR BC & Yukon reserves the right to place ads in whichever article is deemed appropriate.

For special promotional features, copy must be submitted by email to [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca) in plain text or an unformatted word document. Max word count is 800 words. Send images, including logos, as attachments in jpg, gif or png format.

## WEBINAR

- » Content endorsed by CPHR BC & Yukon
- » Posted on Professional Development Calendar
- » Also included in PD On-demand, our nationwide Professional Development online platform
- » Available to members for CPD hours

Type	Industry Partner	Individual Member	Non Member	Avg Attendees
60 Minute Single Session	\$1,950	\$2,243	\$2,916	175-300+
Three 60 Minute Sessions	\$4,250	\$4,888	\$6,354	
Five 60 Minute Sessions	\$6,000	\$6,900	\$8,970	

### SUBMITTING A WEBINAR

All content must be approved by CPHR BC & Yukon. To ensure a smooth process, please click here to complete the [Professional Development Speaker's Proposal](#). Please refer to the [CPHR Canada Competency Framework](#) for more information.

**Important:** CPHR BC & Yukon has a strict policy that presenters not actively sell their products or services during learning events. Knowledgeable speakers who provide the audience with useable and relevant information will easily pique interest and be asked for further resources.



# Print Advertising

**Are you familiar with the mere-exposure effect? According to Wikipedia, it's a psychological phenomenon by which people develop a preference for things merely because they are familiar with them.**

People like to deal with people they know. Develop a relationship with 5,700+ HR decision-makers in their favourite HR trade magazine– *Peopletalk*.

Make sure they choose your company when they need your product or service.

# PeopleTalk

## CALENDAR

2018 Issue	Space Close	Digital Ad Due	Inserts Due	Mailed
Spring 2018	January 30	January 31	March 19	April 2
Summer 2018	May 21	May 28	June 18	July 2
Fall 2018	August 20	August 27	September 17	October 1
Winter 2018	November 12	November 19	December 10	January 2

*Editorial subject to change without notice*

## ADVERTISING RATES

Industry Partner = IP    Individual Member = IM    Non Member = NM

Black & White	x1			x2			x3			x4		
	IP	IM	NM	IP	IM	NM	IP	IM	NM	IP	IM	NM
Full Page	\$1668	\$1962	\$2085	\$1556	\$1830	\$1945	\$1372	\$1615	\$1715	\$1303	\$1535	\$1629
2/3 Page	\$1300	\$1529	\$1625	\$1215	\$1429	\$1519	\$1148	\$1350	\$1435	\$1084	\$1275	\$1355
1/2 Page	\$1015	\$1195	\$1269	\$972	\$1143	\$1215	\$927	\$1090	\$1159	\$879	\$1035	\$1099
1/3 Page	\$780	\$917	\$975	\$732	\$861	\$915	\$687	\$808	\$859	\$639	\$750	\$799
1/6 Page	\$450	\$529	\$563	\$420	\$495	\$525	\$392	\$461	\$490	\$366	\$430	\$458

Full Colour	x1			x2			x3			x4		
	IP	IM	NM	IP	IM	NM	IP	IM	NM	IP	IM	NM
OBC	\$3484	\$4095	\$4355	\$3279	\$3855	\$4099	\$3116	\$3665	\$3895	\$2940	\$3455	\$3675
IFC	\$2956	\$3475	\$3695	\$2767	\$3255	\$3459	\$2596	\$3055	\$3245	\$2460	\$2895	\$3075
IBC	\$2719	\$3195	\$3399	\$2556	\$3005	\$3195	\$2420	\$2820	\$3025	\$2252	\$2650	\$2815
Full Page	\$2220	\$2611	\$2775	\$2028	\$2385	\$2535	\$1871	\$2201	\$2339	\$1804	\$2125	\$2255
2/3 Page	\$1844	\$2169	\$2305	\$1722	\$2025	\$2153	\$1628	\$1915	\$2035	\$1548	\$1825	\$1935
1/2 Page	\$1556	\$1830	\$1945	\$1500	\$1765	\$1875	\$1436	\$1689	\$1795	\$1324	\$1555	\$1655
1/3 Page	\$1332	\$1565	\$1665	\$1252	\$1475	\$1565	\$1187	\$1395	\$1484	\$143	\$1345	\$1429
1/6 Page	\$768	\$903	\$960	\$724	\$850	\$905	\$683	\$803	\$854	\$644	\$755	\$805

## SPECIAL PROMOTIONAL FEATURES

Details	Industry Partner	Individual Member
One page	\$2300	\$2500

## INSERTS

Type	Details	Industry Partner	Individual Member
Regular	One page; double-sided	\$2000	\$2200
Large	Catalogue under 35 grams	\$2900	\$3190
Large	Catalogue over 35 grams	To be quoted	To be quoted

## PEOPLETALK SPECIFICATIONS

Ad Size	(w x h)	Non-Bleed	Bleed*
Full Page		$7\frac{3}{16} \times 10\frac{1}{16}$	$7\frac{7}{8} \times 10\frac{7}{8}$
2/3 Vertical		$4\frac{3}{4} \times 10\frac{1}{16}$	$5\frac{1}{8} \times 10\frac{7}{8}$
Digest		$4\frac{3}{4} \times 7\frac{1}{2}$	-
1/2 Page Horizontal		$7\frac{3}{16} \times 4\frac{15}{16}$	$7\frac{7}{8} \times 5\frac{5}{16}$
1/3 Page Horizontal		$7\frac{3}{16} \times 3\frac{1}{4}$	$7\frac{7}{8} \times 3\frac{5}{8}$
1/3 Page Vertical		$2\frac{5}{16} \times 10\frac{1}{16}$	$2\frac{11}{16} \times 10\frac{7}{8}$
1/3 Page Square		$4\frac{3}{4} \times 4\frac{15}{16}$	-
1/6 Page Square		$3\frac{1}{2} \times 3\frac{1}{4}$	-

\* For bleed ads, please allow at least 1/8" beyond trim on all sides



Full Page



2/3 Vertical



Digest



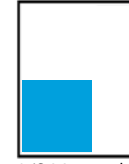
1/2 Horizontal



1/3 Horizontal



1/3 Square



1/3 Vertical



1/6 Horizontal

## SPECIFICATIONS

Printing Process: Sheet-fed

Screen: 150 lines per inch

Binding Method: Saddle-stitched

## SUBMITTING AN AD

- » Email digital files for logos, images, and final digital artwork directly to [jkofsky@cphrbc.ca](mailto:jkofsky@cphrbc.ca).
- » Mark all correspondence with company name, project and issue date (i.e. CompanyX, PeopleTalk, Fall 2017).

## PRINT MEDIA SPECIFICATIONS

- » All ads must be supplied in a digital format meeting specifications for electronic output.
- » Create your artwork using InDesign CS, Photoshop CS or Illustrator CS. Please save your file in PDF/X-1a format.
- » Resolution of images and logos must be at 300 dpi at 100% output size.
- » Colour matching cannot be guaranteed unless a professionally calibrated, industry-standard colour match proof is provided.
- » Clients will receive proofs of their ads (by email or fax) and must provide final approval to confirm the processed file's accuracy.
- » Files can be submitted via email, CD, DVD or by uploading to our online File Transfer System:  
ftp server: [ftp.imaginationthink.com](ftp://ftp.imaginationthink.com)  
login: peopletalk  
password: Ad4P30pl3T@Ik!

## Additional Opportunities

With the full offering of our print and online offerings, CPHR BC & Yukon provides a breadth of offerings—both a la carte and bundled. We can tailor solutions for businesses seeking to connect with a key audience of HR professionals.

### CONTACT

For more information on advertising or to book an ad, contact:

Jordan Kofsky

Advertising Sales & Revenue Growth Specialist

604.694.6944

[jkofsky@cphrbc.ca](mailto:jkofsky@cphrbc.ca)