

The logo for CPHR, with 'CP' in white and 'HR' in blue, set against a dark blue background with diagonal stripes.

British Columbia  
& Yukon

# Advertising

2022

[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 nearly 7,000 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

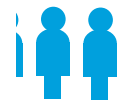
An individual membership is designed for HR professionals and those who work in all levels of human resources management. Membership with CPHR BC & Yukon demonstrates commitment to your career and the HR profession. Membership provides access to benefits such as the opportunity to earn the Chartered 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

\*As of Jan. 1, 2022



77.5% Women



22% Men



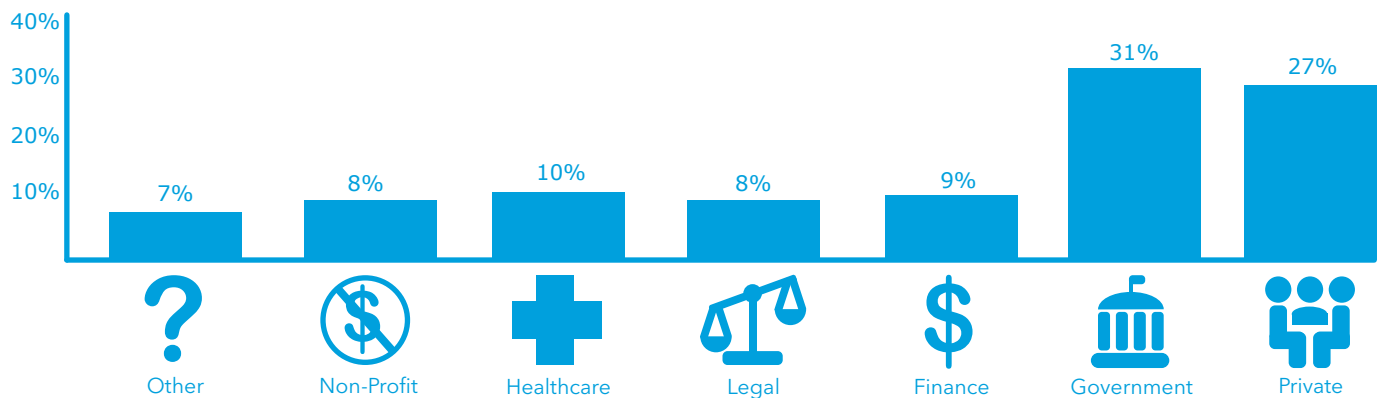
Less than 0.5% Non-Binary

**MORE THAN 2,800+ COMPANIES REPRESENTED**

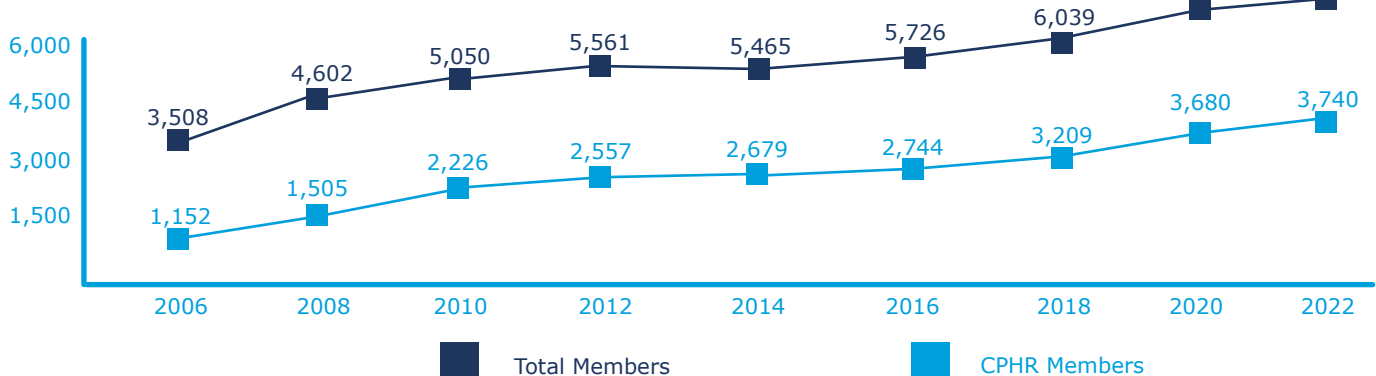
## Ages

18-29: 11%  
30-44: 45%  
45-59: 36%  
60+: 8%

## Industries Our Members Work In



## Member Growth



## Mentor/Protege

**450+**  
Members  
Involved In  
Mentorship  
Program



## Student Membership



**800+**  
Student  
Members

**\$10,000+**  
Dollars  
Contributed  
To Student  
Scholarships &  
Bursaries



## A Lifetime Of Learning

**20,000**

In 2021, CPHR BC  
& Yukon Members  
Participated In  
More Than 20,000  
Hours Of  
Professional  
Development

## Regional Breakdown

Vancouver Island		
Members	CPHRs	CPHR Candidates
892	430	134

Greater Vancouver		
Members	CPHRs	CPHR Candidates
1261	712	272

Coastal Vancouver		
Members	CPHRs	CPHR Candidates
1831	1029	359

Fraser Valley		
Members	CPHRs	CPHR Candidates
1362	679	301

Central Interior		
Members	CPHRs	CPHR Candidates
190	75	42

Southern Interior		
Members	CPHRs	CPHR Candidates
522	261	98

North		
Members	CPHRs	CPHR Candidates
322	121	70

Yukon		
Members	CPHRs	CPHR Candidates
66	30	17

# Digital Advertising

**Most Canadians spend at least 4-5 hours online every day, with 90% admitting they have made a purchase or registered for something after seeing it online.**

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

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

# Email Blasts

## ADVERTISING - STAND ALONE

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

	Single Insertion	Subscribers	Email Open Rate
Industry Partner:	\$950		
Individual Member:	\$1,150	8,200+	25%
Non Member:	\$2,000		
Additional Text:	\$100 per 50 words (Example - 1-50 words is \$100, 51-100 words is \$200, and so on)		

## 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 four weeks in advance. Ad **MUST** be submitted 7 days prior to run date or it may not run.

Non- cancellable contract 14 days prior to publishing.

## NEW! - HTML OPTION

New for 2021, we are offering HTML advertising. These ads will be sent out in place of our traditional email blast ads (the above option) and give you the ability to communicate your message in the same way that you would send your own advertising emails. Content is subject to approval from CPHR BC & Yukon.

Contact Jordan at [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca) for more information.

	Single Insertion	Subscribers
Industry Partner:	\$2,500	
Individual Member:	\$3,000	8,200+
Non Member:	\$5,000	

## PROFESSIONAL DEVELOPMENT UPDATE EMAIL

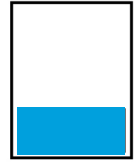
- » Sent bi-weekly on Fridays
- » Exclusivity
- » Responsive design
- » 600x280 pixels ad that appears at the top of the email as a banner ad



	3 months (6 ads)	6 months (12 ads)	Subscribers	Newsletter Open Rate
Industry Partner:	\$3,240	\$5,130		
Individual Member:	\$3,815	\$6,015	9,300+	29%
Non Member:	\$5,400	\$8,550		

## REGIONAL NEWS EMAIL

- » Distribution based on four regional areas
- » Sent every Thursday
- » Exclusivity
- » Responsive design
- » 600x280 pixels ad that appears at the bottom of the email as a banner ad
- » Available in single ad, three month packages (six ads) and six month packages (12 ads)



### ALL REGIONS

Includes all regions of CPHR BC & Yukon; about 7,000+ subscribers

	Single Insertion	3 months	6 months	Newsletter Open Rate
Industry Partner:	\$900	\$5400	\$11999	29%
Individual Member:	\$1059	\$5940	\$13935	
Non Member:	\$1800	\$10800	\$23999	

### LOWER MAINLAND

Includes Coastal Vancouver, Fraser Valley and Greater Vancouver; about 4,800 subscribers

	Single Insertion	3 months	6 months	Newsletter Open Rate
Industry Partner:	\$700	\$3600	\$5310	27%
Individual Member:	\$770	\$4000	\$5900	
Non Member:	\$1155	\$6000	\$8850	

### VANCOUVER ISLAND

Includes Vancouver Island region; about 800 subscribers

	Single Insertion	3 months	6 months	Newsletter Open Rate
Industry Partner:	\$210	\$1800	\$2520	32%
Individual Member:	\$230	\$2000	\$2800	
Non Member:	\$345	\$3000	\$3000	

### INTERIOR

Includes Central Interior and Southern Interior regions; about 950 subscribers

	Single Insertion	3 months	6 months	Newsletter Open Rate
Industry Partner:	\$210	\$1800	\$2520	30%
Individual Member:	\$230	\$2000	\$2800	
Non Member:	\$345	\$3000	\$3000	

### NORTH

Includes Northern and Yukon regions; about 550 subscribers

	Single Insertion	3 months	6 months	Newsletter Open Rate
Industry Partner:	\$160	\$1350	\$1800	29%
Individual Member:	\$175	\$1500	\$2000	
Non Member:	\$263	\$2250	\$3000	

## CPHR BC & YUKON WEBSITE (PER MONTH)

Ad Placement	Size (pixels)	Industry Partner	Individual Member	Non Member	Avg Site Views
Homepage	728x90	\$1670	\$1965	\$2505	115,000+ / 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

Ad Placement	Size (pixels)	Industry Partner	Individual Member	Non Member	Avg Pageviews
Front	300x250	\$835	\$985	\$1255	7,000+ / month  Avg Time On Page 2:45
Front	300x100	\$555	\$655	\$835	
Front	800x120	\$555	\$655	\$835	

### SUBMITTING AN AD OR ARTICLE

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 feature articles (online only), 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 1,200 words. Send images, including logos, as attachments in jpg, gif or png format.

## PEOPLETALK MAGAZINE ADVERTISING (PRINT/DIGITAL)

PeopleTalk Quarterly Magazine is the official magazine of CPHR BC & Yukon. It is published four times per year and is digitally mailed to about 8,900 HR professionals. Members requesting a printed magazine receive one.

Make an excellent investment in your business and brand, by affiliating your organization with us. This is your opportunity to advertise and promote your products to decision makers in the human resources industry.

Space is Limited! Contact [Naylor](#) for rates, advertising options and publication schedule.



# Thought Leadership

## SPONSORED WEBINAR - YOUR EXPERTS PROVIDING THE CONTENT OUR MEMBERS WANT

With ongoing restrictions to in-person events, now more than ever, our nearly 7,000 members are turning to online learning to update their knowledge and earn CPD hours. Because our members trust the content that we endorse, we are seeing record registration numbers for our virtual PD offerings.

### FACTS ABOUT THE CPHR BC & YUKON SPONSORED WEBINAR PROGRAM:

- » Content will be reviewed, approved\* and endorsed by the CPHR BC & Yukon PD team.
- » The 60 min webinar is provided to CPHR BC & Yukon members at no cost
- » All webinars are recorded and the on-demand version will remain on our PD On-demand platform for a minimum of 12 months.
- » Participation in a sponsored webinar provides designated members with CPHR CPD hours
- » Webinars may be promoted by other CPHR associations across Canada, at their discretion

\*All webinar content must be approved by CPHR BC & Yukon. Important: CPHR BC & Yukon has a strict policy that presenters not actively sell their products or services during learning events. Knowledgeable speakers who provide relevant content will easily pique interest and be asked for further resources

### CPHR BC & YUKON WILL PROVIDE THE FOLLOWING:

- » All web hosting, logistics and production support, including help desk during the webinar.
- » Free webinar training session for speakers (up to 30 minutes).
- » A full review of the webinar content and course material.
- » Promotion of the webinar to members through various channels
- » Webinar posting in the CPHR BC & Yukon online Professional Development Calendar
- » Placement of the sponsor's logo on all promotional items related to the webinar. The sponsor may also choose to market the webinar to its own members/clients prior to run date.
- » A full registrant list to the sponsor contact 1 day prior to webinar run date. This list will show each registrants' job title, company and province. For privacy reasons, individual names or contact details cannot be shared.
- » 2 opportunities for registrants to "opt-in", agreeing to receive communication from sponsor
- » A post-webinar survey of participants. Results to be shared with speaker (no contact info)

*\*Continued*

## PRICING

Type	Industry Partner	Individual Member	Non Members	Avg Attendees (Free To Members)
60 Minute Single Session	\$2,150	\$2,450	\$3,100	200-400+
Three 60 Minute Sessions	\$5,000	\$5,800	\$6,700	

Follow-up email to webinar attendees available for additional \$350

- » Sent to all webinar registrants within 3 business days of webinar.
- » May be used to provide follow up advertising, promote a special offer/contest or encourage newsletter subscriptions

## SUBMITTING A WEBINAR

All content must be approved by CPHR BC & Yukon. Please refer to the CPHR Canada Competency Framework for more information on customizing your content for our audience.

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.

## PEOPLETALK ONLINE PROMOTIONAL FEATURE

- » Content endorsed by CPHR BC & Yukon
- » Link to content emailed to all PeopleTalk Online subscribers (1000+)
- » Feature may be promoted via CPHR BC & Yukon Twitter/LinkedIn pages, dependent on availability in social media calendar
- » Content can take up to 30 days to post. Please indicate if content is time sensitive and we will do our best to accommodate

Promotional Feature Article	Industry Partner	Individual Member	Non Member	Avg Site Views
500+ words	\$675	\$750	\$1200	7,000+ / month
				<b>Avg Time On Page</b> 2:51

### SUBMITTING A PROMOTIONAL FEATURE

All content must be approved by CPHR BC & Yukon. Please refer to the CPHR Canada Competency Framework for more information on customizing your content for our audience. Please email article in a Microsoft Word document to [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca). Please include the headline, article, author, bio and any special requests in the document.

# Live & Online Events

**Did you know that 74% of consumers are more likely to buy products after exposure to a branded event marketing experience?**

People like to do business with people that support causes and associations which they also support. CPHR BC & Yukon hosted more than 300 in-person and online events in 2021 for its members, helping them connect with like-minded peers and stay up to date on the latest information & education related to the HR industry.

Align your business's values with our member's values by supporting a CPHR BC & Yukon event.

## Types Of Live & Online Events

- » Networking/Virtual Networking Events
- » Roundtables - Monthly “member only” events
- » Symposiums/Virtual Symposiums (in-person planned for 2022)
- » Webinars
- » Annual HR Conference & Expo
- » Student Events
- » AND MORE!

Live & online events give sponsors the opportunity to speak publicly, connect with HR leaders and promote their products and services to the HR community.

*\*Note, because of the pandemic our in-person programing is on hold. We expect it to resume at some point in 2022 when it is safe to do so. CPHR BC & Yukon continues to deliver high quality programing online to it's members.*

## 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)

# Important Info For Advertising Clients

## 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.
- » Late ads may not run.

## 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.

# Sponsored Webinar Program

## YOUR EXPERTS PROVIDING THE CONTENT OUR MEMBERS WANT

With ongoing restrictions to in-person events, now more than ever, our 6800+ members are turning to online learning to update their knowledge and earn CPD hours. Because our members trust the content that we endorse, we are seeing record registration numbers for our virtual PD offerings.

### FACTS ABOUT THE CPHR BC & YUKON SPONSORED WEBINAR PROGRAM:

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Three 60 Minute Sessions	\$4,800	\$5,600	\$6,500	

Follow-up email to webinar attendees available for additional \$350

- » Sent to all webinar registrants within 3 business days of webinar.
- » May be used to provide follow up advertising, promote a special offer/contest or encourage newsletter subscriptions