

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

2023

[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 7,400 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

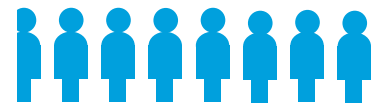
This membership provides organizations the opportunity to demonstrate to the business community that they support the HR profession while strengthening their own business opportunities. Gain member-to-member access to buyers and decision makers in the HR community. Industry partner members receive discounts on advertising and your organization is profiled on CPHR BC & Yukon's searchable industry partner directory. Annual membership fee is \$780. Find out more at [cphrbc.ca](http://cphrbc.ca).

### INDIVIDUAL

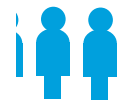
An individual membership is designed for HR professionals and those who work in all levels of human resources management. Membership with CPHR BC & Yukon demonstrates commitment to your career and the HR profession. Membership provides access to benefits such as the opportunity to earn the Chartered 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 \$416 for general members and \$577 for CPHR members plus a \$65 application fee. Find out more at [cphrbc.ca](http://cphrbc.ca).

# Member Demographics

\*As of Jan. 1, 2023



77.5% Women



22% Men



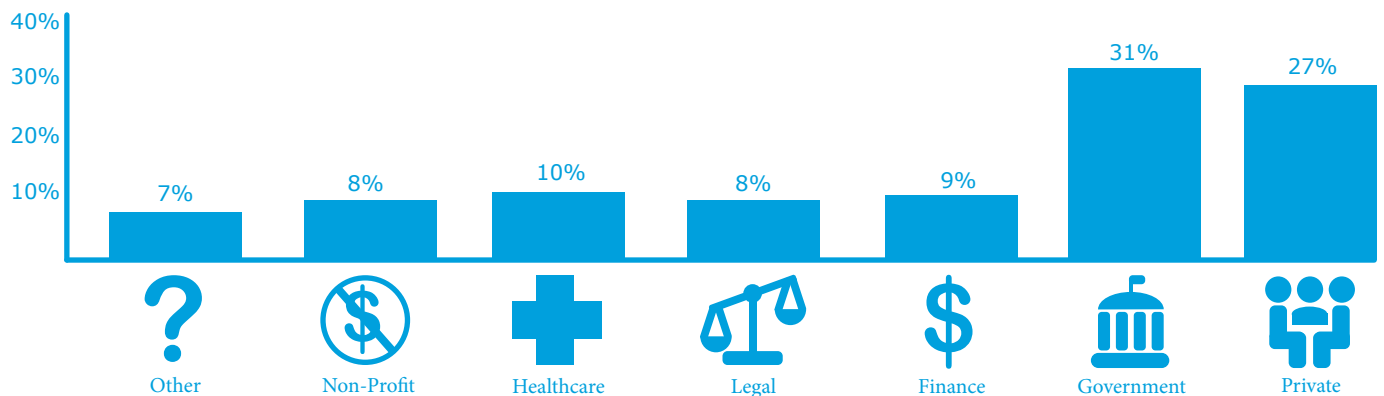
Less than 0.5% Non-Binary

**MORE THAN 2,850+ COMPANIES REPRESENTED**

## Ages

- 18-29: 13%
- 30-44: 46%
- 45-59: 34%
- 60+: 7%

## Industries Our Members Work In



## Member Growth



## Mentor/Protege

**450+**

Members Involved In Mentorship Program



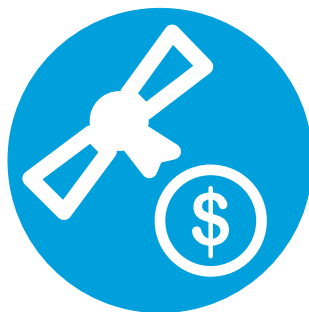
## Student Membership



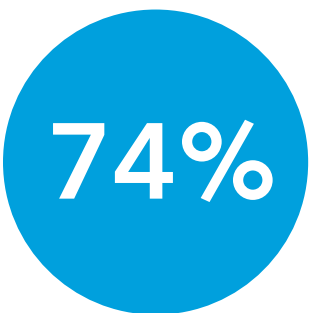
**1,200+**  
Student Members

**\$10,000+**

Dollars Contributed To Student Scholarships & Bursaries



## A Lifetime Of Learning



74% of people who attended a professional development event in 2022 described themselves as mid-level or senior practice level

## Regional Breakdown

Vancouver Island		
Members	CPHRs	CPHR Candidates
965	431	181

Greater Vancouver		
Members	CPHRs	CPHR Candidates
1411	746	303

Coastal Vancouver		
Members	CPHRs	CPHR Candidates
1943	1030	421

Fraser Valley		
Members	CPHRs	CPHR Candidates
1597	738	391

Central Interior		
Members	CPHRs	CPHR Candidates
237	77	43

Southern Interior		
Members	CPHRs	CPHR Candidates
542	271	110

North		
Members	CPHRs	CPHR Candidates
336	131	64

Yukon		
Members	CPHRs	CPHR Candidates
65	29	19

# Thought Leadership & Events

**Did you know that consumers are more likely to believe in a product or service after reading about it or experiencing it at a live or online event?**

One way to establish expertise within your organization is to share your knowledge via articles, webinars or presentations. CPHR BC & Yukon hosted more than 300 in-person and online events in 2022, helping members stay current on the latest information & education related to the HR industry. As well, CPHR BC & Yukon publishes PeopleTalk magazine and PeopleTalk online.

Share your knowledge with our members by hosting a webinar, speaking at an event or writing an article.

# Thought Leadership

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

Over the past few years, organizations have turned to webinars to connect with and educate their customer base. CPHR BC & Yukon's 7,400+ members turn 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 registrant's job title, company and province. For privacy reasons, individual names or contact details cannot be shared.
- » 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)

Type	Industry Partner	Individual Member	Non Member	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.

## 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 14 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	\$700	\$800	\$1300	7,000+ / month
				<b>Avg Time On Page</b> 2:55

### 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

- » Networking/Virtual Networking Events
- » Roundtables - Monthly “member only” events
- » Symposiums- live and virtual
- » Webinars
- » Targeted Events
- » Regional 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.

## HR CONFERENCE & EXPO

Our premier annual event and the largest HR Conference in Western Canada, the CPHR BC & Yukon Conference & Expo happens each spring in Vancouver and online. This hybrid event brings members together to learn, network and connect to resources and services related to HR. With many levels of sponsorship available, this provides an excellent opportunity to receive exposure and generate leads.

Sponsorship opportunities are usually sold by December 1st of the previous year. If you're interested in learning more about being involved, please reach out to [sponsorship@cphrbc.ca](mailto:sponsorship@cphrbc.ca).



# 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.**

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:	\$1,100		
Individual Member:	\$1,300	9,300+	40%
Non Member:	\$2,100		
Additional Text:	\$100 per 50 words ( <i>Example - 1-50 words is \$100, 51-100 words is \$200, and so on</i> )		
Personalized Subject line, IE: Name:	\$100		

## 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.

## HTML OPTION

We also offer 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.

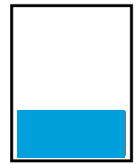
Contact [advertising@cphrbc.ca](mailto:advertising@cphrbc.ca) for more information.

	Single Insertion	Subscribers
Industry Partner:	\$2,500	
Individual Member:	\$3,000	9,300+
Non Member:	\$5,000	

## PROFESSIONAL DEVELOPMENT UPDATE EMAIL

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

	3 months (6 ads)	6 months (12 ads)	Subscribers	PD Open Rate
Industry Partner:	\$3,240	\$5,130	10, 200+	36%
Individual Member:	\$3,815	\$6,015		
Non Member:	\$5,400	\$8,550		

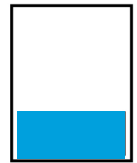


## NEW PRICING - MEMBER UPDATE EMAIL

- » Sent bi-weekly by our member relation managers to their specific regions on Thursday, opposite to PD Email
- » Ad placed in each of the four member update emails which reach all corners of BC and the Yukon
- » Exclusivity
- » Responsive design
- » 600x280 pixels ad that appears at the bottom of the email as a banner ad

Includes all regions of CPHR BC & Yukon; about 6,000+ subscribers

	Single Insertion	3 months (6 ads)	6 months (12 ads)	Newsletter Open Rate
Industry Partner:	\$700	\$3,240	\$5,130	32%
Individual Member:	\$800	\$3,815	\$6,015	
Non Member:	\$1,200	\$5,400	\$8,550	



## 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 10,000+ 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.

# 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

- » Bank transfer
- » Cheque
- » Interac e-transfer
- » Credit card

## 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.

## 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:

Victoria Thacker  
Corporate Partnership and Sponsorship Specialist  
604.694.6944  
[VThacker@cphrbc.ca](mailto:VThacker@cphrbc.ca)