

# EVEN MORE WAYS TO REACH HR PROFESSIONALS

The **Canadian HR Reporter** family of newsletters provides unique opportunities to advertise to specific HR verticals, including employment law, payroll, labour relations and health and safety. These popular newsletters are subscription based, with loyal audiences who read every issue cover to cover.

(Note: Each of these newsletters has a standalone website. Traffic stats listed are above and beyond regular hrreporter.com traffic.)

## Canadian Employment Law Today

Reader surveys tell us employment law is one of the hottest issues for HR professionals and employers. This popular newsletter keeps an eye on courtrooms from coast-to-coast, and is the first to report the results of many key rulings.

Topics regularly covered include:

- wrongful dismissal
- just cause
- human rights
- constructive dismissal
- immigration and much more!

**In print:** 22 issues per year

**E-newsletter:** Emailed every 2 weeks

**Website:** [www.employmentlawtoday.com](http://www.employmentlawtoday.com)

**Average monthly web stats\*:**

7,840 sessions

5,808 unique visitors

11,965 page views



### Advertising Rates\*\*

Print	Month
Full Page 4 colour	\$1,165
Half Page 4 colour	\$740
One Page Insert	\$955

Website	Month
Leaderboard	\$705
Big Box (home page)	\$530
Big Box (article page)	\$475

Newswire	Month
Junior Leaderboard	\$705
Big Box	\$530
Half Big Box	\$425

## Canadian Labour Reporter

Since 1956, **Canadian Labour Reporter** has been covering the labour relations landscape like no other publication. Each issue dissects key collective agreements, arbitration rulings and the latest news and trends impacting the world of unionization.

Topics regularly covered include:

- collective agreements
- arbitration summaries
- profiles of top newsmakers
- key legislation from provincial, federal governments
- stats and figures impacting labour relations and much more!

**In print:** 48 issues per year

**E-newsletter:** Emailed weekly

**Website:** [www.labour-reporter.com](http://www.labour-reporter.com)

**Average monthly web stats\*:**

4,261 sessions

3,064 unique visitors

6,659 page views



### Advertising Rates\*\*

Print	Month
Full Page 4 colour	\$925
Half Page 4 colour	\$530
One Page Insert	\$690

Website	Month
Leaderboard	\$410
Big Box (home page)	\$310
Big Box (article page)	\$280

Newswire	Month
Junior Leaderboard	\$410
Big Box	\$310
Half Big Box	\$250

\*Source: Google Analytics, monthly average Nov/15-Nov/16 \*\*Applicable taxes will be added to all rates.

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## Canadian Safety Reporter

**Canadian Safety Reporter** takes an in-depth look at the legal side of occupational health and safety. In each issue, our editors scour the courts for recent cases and write plain language summaries that help you stay on top of legal trends and ensure your workers go home safe at the end of every day.

Topics regularly covered include:

- current news and trends
- building a safety culture
- case summaries of recent OHS court decisions from across Canada
- key legislative changes and so much more!

**In print:** 12 issues per year

**E-newsletter:** Emailed monthly

**Website:** [www.safety-reporter.com](http://www.safety-reporter.com)

**Average monthly web stats\*:**

2,023 sessions  
1,502 unique visitors  
2,984 page views

**NOTE:** Interested in reaching a safety audience? Check out our sister publication, **Canadian Occupational Safety** magazine, at [www.cos-mag.com](http://www.cos-mag.com).



### Advertising Rates\*\*

Print	Month
Full Page 4 colour	\$925
Half Page 4 colour	\$530
One Page Insert	\$690

Website	Month
Leaderboard	\$410
Big Box (home page)	\$310
Big Box (article page)	\$280

Newswire	Month
Junior Leaderboard	\$410
Big Box	\$310
Half Big Box	\$250

## Canadian Payroll Reporter

Payroll professionals across the country rely on this publication to help them stay on top of legislation and trends. Tapping into the expertise of Carswell's Payroll Group, it covers news, profiles top payroll professionals and tracks the movement in legislatures across Canada.

Topics regularly covered include:

- legislation
- profiles of top professionals
- year-end reporting
- popular ask an expert column
- updates on legal cases and much more!

**In print:** 12 issues per year

**E-newsletter:** Emailed monthly

**Website:** [www.payroll-reporter.com](http://www.payroll-reporter.com)

**Average monthly web stats\*:**

2,457 sessions  
1,959 unique visitors  
3,236 page views



### Advertising Rates\*\*

Print	Month
Full Page 4 colour	\$925
Half Page 4 colour	\$530
One Page Insert	\$690

Website	Month
Leaderboard	\$410
Big Box (home page)	\$310
Big Box (article page)	\$280

Newswire	Month
Junior Leaderboard	\$410
Big Box	\$310
Half Big Box	\$250

\*Source: Google Analytics, monthly average Nov/15-Nov/16 \*\*Applicable taxes will be added to all rates.

## MECHANICAL SPECIFICATIONS

Print	Website	E-newsletter
Full page 7.25" x 10.125" Half page 7.25" x 5"	Leaderboard 728x90 and 600x100 (mobile friendly) Big Box 300x250	Junior Leaderboard 600x100 Big Box 300x250 Half Big Box 300x100

### Print Requirements:

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

### Web and E-newsletter Requirements:

**IMAGE TYPE:** .GIF, .JPG, Image Animation (.GIF\*): Single to infinitely looping banners accepted

**IMAGE FILE SIZE:** 50K maximum for static or animated .GIF

**LINKING URL:** An active URL must be provided

**TESTING:** All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

**NOTE:** Please ensure ads without background colour have a key line.

**\*For e-newsletter ads, animated GIFs do not rotate on all email systems so please ensure that the first frame of your animated GIF has a message.**

### Publisher's Conditions:

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

Applicable taxes will be added to all rates.

### Production Inquiries

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