



BC Human Resources Management Association



ADVERTISING AT A GLANCE
2011 | 2012

First In The Minds of Leaders

A Welcome Opportunity to Connect



Our mission is to keep people first in the minds of leaders.

For more than 5,200 HR professionals, the BC Human Resources Management Association (BC HRMA) is a vital source of industry information and services in BC.

With a membership that spans seven regions, four generations and the full breadth of business, our demographic is diverse. So too are the ways in which we connect and the opportunities this presents for our partners, sponsors and advertisers alike.

The ways we communicate have changed. By more fully integrating our print with our online initiatives, we are exploring the potential of both. We have also brought aboard our own advertising manager, Ruth Lumsden, to help you better achieve your business goals. Together with the promotional opportunities represented by our sponsorship and corporate relations manager, Jacques LeBlanc, we are confident that BC HRMA can work with you to tailor an attractive solution to your company's promotional needs.

In bringing the publishing of PeopleTalk magazine in-house, BC HRMA now offers a full-suite of advertising services both a la carte and in more comprehensive bundles.

PeopleTalk's forum for readers and advertisers alike has already been furthered; it is now available online in active-PDF format with video content and content-searchable on your online daily HR news source at HRVoice.org.

With a full spectrum of advertising possibilities that range from inserts to eblasts and web spots to print, we can connect you with good people as never before.

As we engage our communications potential, we look forward to creating further value on all sides of the equation.

Sincerely,



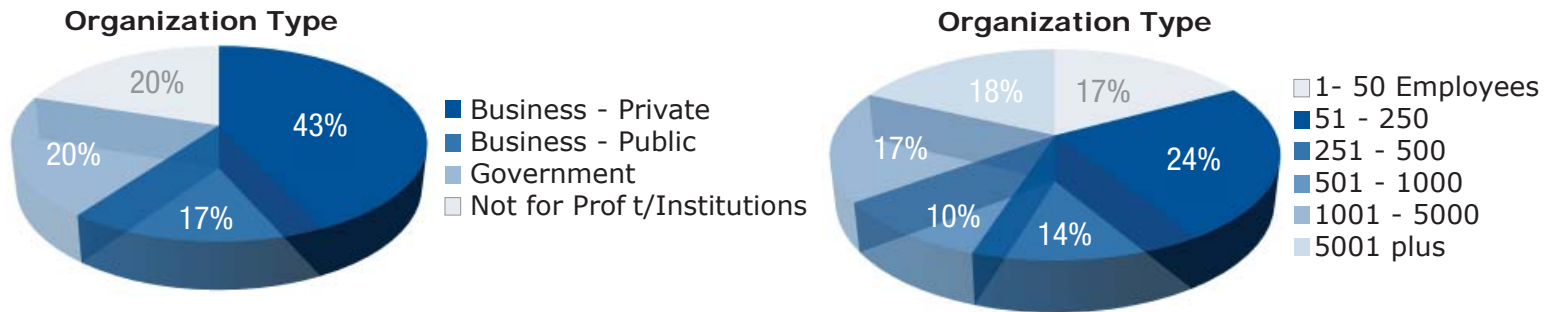
Simon Evans, CHRP
CEO, BCHRMA



Member Demographics

Who are the members of BC HRMA?

- 2684 members (53%) are CHRP certified or CHRP candidates
- 76% are female
- 30% fall in the 35-45 age category; 30% fall in the 25-35 age category
- 35% are mid-level practitioners; 30% are strategic level practitioners



General Guidelines

Guidelines

- Advertising space is subject to availability.
- Subject matter and wording of all advertising is subject to approval. BC HRMA reserves the right to decline any content deemed inappropriate.

Payment

- Full payment is required in advance of the advertisement's publication.
- BC HRMA accepts Visa, MasterCard, American Express or cheques payable to BC HRMA.
- Declined credit cards and NSF cheques will result in a \$30 service charge.
- An additional \$100 will be charged for technical services as BC HRMA 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. Reg #1199446714.
- Purchasers located outside of Canada will not be charged HST/GST.

Cancellation Policy

A full refund, less a \$25 processing fee, will be issued for cancellations submitted in writing to BC HRMA at least one week prior to the date the 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.

Contacts

Ruth Lumsden
Advertising Manager
604.868.0607
rlumsden@bchrma.org

Jacques LeBlanc
Sponsorship and Corporate Relations Manager
604.694.6935
jleblanc@bchrma.org

PeopleTalk Advertising Rates

Black & White	1x		2x		3x		4x	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$1668	\$2085	\$1556	\$1945	\$1372	\$1715	\$1303	\$1629
2/3 Page	\$1300	\$1625	\$1215	\$1519	\$1148	\$1435	\$1084	\$1355
1/2 Page	\$1015	\$1269	\$972	\$1215	\$927	\$1159	\$879	\$1099
1/3 Page	\$780	\$975	\$732	\$915	\$687	\$859	\$639	\$799
Two Colour	1x		2x		3x		4x	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
Full Page	\$1852	\$2315	\$1724	\$2155	\$1556	\$1945	\$1484	\$1855
2/3 Page	\$1487	\$1859	\$1404	\$1755	\$1319	\$1649	\$1260	\$1575
1/2 Page	\$1199	\$1499	\$1148	\$1435	\$1084	\$1355	\$1052	\$1315
1/3 Page	\$959	\$1199	\$916	\$1145	\$860	\$1075	\$796	\$995
Full Colour	1x		2x		3x		4x	
	Member	Non-Member	Member	Non-Member	Member	Non-Member	Member	Non-Member
OBC	\$3484	\$4355	\$3279	\$4099	\$3116	\$3895	\$2940	\$3675
IFC	\$2956	\$3695	\$2767	\$3459	\$2596	\$3245	\$2460	\$3075
IBC	\$2719	\$3399	\$2556	\$3195	\$2420	\$3025	\$2252	\$2815
Full Page	\$2220	\$2775	\$2028	\$2535	\$1871	\$2339	\$1804	\$2255
2/3 Page	\$1844	\$2305	\$1722	\$2153	\$1628	\$2035	\$1548	\$1935
1/2 Page	\$1556	\$1945	\$1500	\$1875	\$1436	\$1795	\$1324	\$1655
1/3 Page	\$1332	\$1665	\$1252	\$1565	\$1187	\$1484	\$1143	\$1429

Inserts	Details	Price
Regular	one page; double-sided	\$2000
Large	catalogue	\$2900

Editorial Calendar 2012	Space Close	Digital Ad Due	Inserts Due	Mailed
Spring 2012 <i>Founding the Future</i>	Feb 14, 2012	Feb 17, 2012	Mar 16, 2012	Mar 29, 2012
Summer 2012 <i>Minding the Gap: Succession Planning</i>	May 18, 2012	May 18, 2012	Jun 15, 2012	Jun 29, 2012
Fall 2012 <i>The Economy of Engagement</i>	July 30, 2012	July 30, 2012	Aug 24, 2012	Sep 7, 2012
Winter 2012 <i>Hire Standards, Better Fit</i>	Oct 30, 2012	Oct 30, 2012	Nov 23, 2012	Dec 7, 2012

PeopleTalk Specifications

Specifications

Printing Process: Sheet-fed

Screen: 150 lines per inch

Binding Method: Saddle-stitched

Submitting an Ad

- Email digital files for logos/images, as well as final digital artwork directly to aftaab@imaginationthink.com.
- For ads requiring productions, email Aftaab Gulam at aftaab@imaginationthink.com.
- Mark all correspondence with company name, project and issue date (i.e. CompanyX, PeopleTalk, Fall 2011).

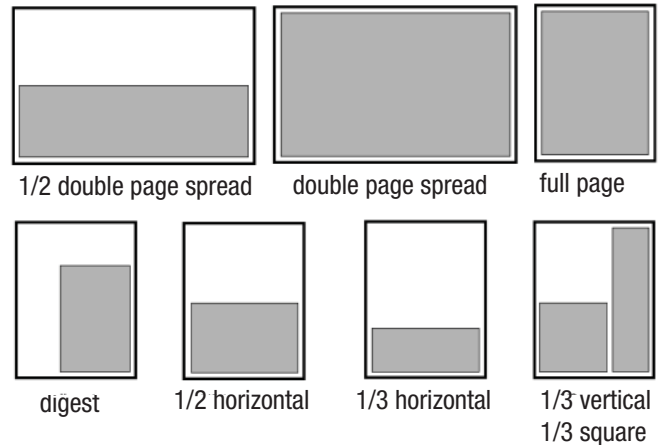
Print Media Specifications

- All ads must be supplied in a digital format meeting specifications for electronic output.
- We accept files created in Adobe InDesign, Illustrator and Photoshop up to and including version CS5.5. (Macintosh format is preferred)
- 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.
- To upload files using our File Transfer Protocol (FTP) System, see below or contact Aftaab Gulam at aftaab@imaginationthink.com:

ftp server: [ftp.imaginationthink.com](ftp://ftp.imaginationthink.com)login: advertisers@imaginationthink.com

password: Ad4P30pl3T@Ik!

Ad Sizes	Non-Bleed (w x h)	Bleed Ad - Trim* (w x h)	Bleed Ad - Live (w x h)
Full Page	$7^{3/16} \times 10^{1/16}$	$7^{7/8} \times 10^{7/8}$	$7^{1/8} \times 10^{1/8}$
2/3 Vertical	$4^{3/4} \times 10^{1/16}$	$5^{1/8} \times 10^{7/8}$	$4^{3/8} \times 10^{1/8}$
Digest	$4^{3/4} \times 7^{1/2}$	-	-
1/2 Page Horizontal	$7^{3/16} \times 4^{15/16}$	$7^{7/8} \times 5^{5/16}$	$7^{1/8} \times 4^{9/16}$
1/3 Page Horizontal	$7^{3/16} \times 3^{1/4}$	$7^{7/8} \times 3^{5/8}$	$7^{1/8} \times 3^{3/8}$
1/3 Page Vertical	$2^{5/16} \times 10^{1/16}$	$2^{11/16} \times 10^{7/8}$	$2 \times 10^{1/8}$
1/3 Page Square	$4^{3/4} \times 4^{15/16}$	-	-
DPS	$15^{1/16} \times 10^{1/16}$	$15^{3/4} \times 10^{7/8}$	$15 \times 10^{1/8}$
1/2 DPS	$15^{1/16} \times 4^{15/16}$	$15^{3/4} \times 5^{5/16}$	$15 \times 4^{9/16}$



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

General Policy

- The publisher will not be responsible for ad material beyond 12 months after publication.
- Advertising is non-cancellable after closing date.
- Rates do not include Harmonized Sales Tax (HST).
- 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.

Production Service

Aftaab Gulam

T: 604.788.7523

F: 604.684.3225

aftaab@imaginationthink.com

Online & Conference Advertising Rates

HRVoice.org	Details (pixels)	Member Price	Non-Member Price
Front	300x250	\$600	\$1200
Front	300x100	\$400	\$800
Front	468x60	\$400	\$800
Embedded	300x100	\$100	\$200
Embedded	468x60	\$100	\$200
Special Promotional Feature	\$500		\$1000
Surveys	\$200		\$400

Email Blasts	Approx. Subscribers	Member Price	Non-Member Price
All Regions	8650	\$900	\$1800
Central Interior (CI)	350	\$225	\$450
Coastal Vancouver (CV)	3208	\$560	\$1120
Greater Vancouver (GV)	2002	\$450	\$900
Fraser Valley (FV)	1099	\$340	\$680
North (N)	302	\$225	\$450
Southern Interior (SI)	658	\$225	\$450
Vancouver Island (VI)	1306	\$340	\$680
Combo: CV and GV	5210	\$740	\$1480

Note: All email blasts sent during the following peak demand periods are subject to an additional 10% fee: January 1 - 31, April 1 - 30, August 15 - October 15.

HR Resource Guide	Details	Member Price	Non-Member Price
3-month	term	\$90	\$120
1-	year term	\$350	\$470
3-month	term with link	\$135	\$165
1-	year term with link	\$525	\$650

The People Portal	Details	Member Price	Non-Member Price
R	regular listing	\$625	\$750
F	featured listing	\$725	\$850
CHRP	Promotion	-\$100	-\$100

2012 Conference Program	Details	Member Price	Non-Member Price
Inside	Front Cover	\$1750	\$2100
Inside	Back Cover	\$1750	\$2100
Outside	Back Cover	\$2000	\$2400
Full	Page	\$1500	\$1800
1/2	Page	\$750	\$900
1/4	Page	\$500	\$600
Delegate Bag Inserts	\$1500		\$1800

Save an additional 5%

Bundle must include:
 - 2 issues of PeopleTalk
 - Minimum 2 HRVoice.org ads
 OR 2 email blasts
 OR one of each
 -

Save an additional 10%

Bundle must include:
 - 3 issues of PeopleTalk
 - 3-5 HRVoice.org ads
 OR 3-5 email blasts
 OR a combination thereof
 Resource Guide Listing

Save an additional 15%

Bundle must include:
 - 4 issues of PeopleTalk
 - 6 or more HRVoice.org ads
 OR 6 or more email blasts
 OR a combination thereof
 - Resource Guide listing

All components of a bundle must be used within a 12 month period.

Online & Conference Advertising Specifications

HRVoice.org

Camera-ready ads can be submitted to advertising@bchrma.org. Please include the url address the ad will link to. BC HRMA reserves the right to place graphic ads in whichever article is deemed appropriate.

Special Promotional Feature

Copy must be submitted by email to advertising@bchrma.org in plain text or an unformatted Microsoft Word document. Max word count is 800 words. Send images, including logos, as attachments in jpg or gif format.

Survey

An introduction to the survey and survey link must be submitted to advertising@bchrma.org in plain text or an unformatted Microsoft Word document. Send images, including logos, as attachments in jpg or gif format.

Email Blasts

Content for email blasts must be submitted to advertising@bchrma.org in publishable HTML format with the following requirements:

- Maximum 600 pixel width
- One page in length
- Images completely linked with full url (i.e. <http://www. . .>)
- Inline formatting, not embedded CSS

HTML documents created in Microsoft Word will not be accepted. An additional fee of \$100 will be charged for technical services as BC HRMA deems necessary.

HR Resource Guide

To include your organization's products or services in the HR Resource Guide, please complete the secure [online application form](#). Specific instructions are included in the form. Please allow 10 business days to process.

The People Portal

To post a position, please complete the [online form](#). Specific instructions are included in the form. Once your posting is submitted, it will be reviewed and approved within two business days. An approved ad is placed immediately on the BC HRMA website to display for 30 days. If you are paying by cheque, please email your ad content to postings@bchrma.org. Ad content must be in a Microsoft Word document. PDFs will not be accepted. Please note: content will be uploaded to the website when payment is received.

Featured Listings

For an additional \$100, your job posting will be featured in the right-hand sidebar of all job posting pages for the first week of your posting. If space is available, you will be offered to upgrade to a featured listing when you post your position.

CHRP Promotion

Earn a \$100 discount by including mention of the Certified Human Resources Professional (CHRP) designation. For senior positions, examples of appropriate wording include "CHRP designation preferred" or "CHRP designation is an asset". For junior positions, appropriate wording is "CHRP candidate preferred" or "working towards a CHRP designation is an asset".

Conference 2012

Upon arrival, each delegate receives a conference bag, containing the conference program and pen and additional flyer inserts. The conference program is a 40-page 8.5x11 publication designed to be kept as a resource guide for future reference. Deadline for space booking is March 16, 2012. Contact Jacques LeBlanc at jleblanc@bchrma.org or 604.694.6935.



BC Human Resources Management Association

BC HRMA

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