

MEDIA KIT

2023

CRHA

Ordre des conseillers
en ressources
humaines agréés



About the Ordre

Bringing together nearly 12,000 certified professionals, the Ordre des conseillers en ressources humaines agréés is the reference for corporate human resources practices. It ensures the protection of the public and contributes to the advancement of CHRPs | CIRC. Through its public interventions, the Ordre plays a major role in influencing the working world in Quebec. It actively participates in maintaining a balance between the organizational success and employee well-being.

Through its actions in society, its role in protecting the public, and its support to members, the Ordre contributes to the promotion and strategic positioning of the profession to respond to issues in the field.

ordrecrha.org

Mission

To allow each individual to thrive in a healthy, inclusive, collaborative workplace and to guide organizations in their growth.

Vision

CHRPs | CIRC are recognized experts in human resource management and industrial relations. They understand the business environment they work in and contribute to growing their organization's performance.



STATISTICS

Nearly 12,000 CHRP's | CIRC's



41%

work for
companies
with 750+
employees



More than

71%

have over
six years of
experience



89%

work for
a company



15%

hold a
management
position



HR Magazine (digital)

Created in 1998, HR Magazine is a hybrid communication and training tool, and the official magazine of the Ordre. A must-have source of references in human resource management and industrial relations, the magazine is intended for industry professionals, corporate managers and university professors.



Reach

27 000 visits per issue



5 ISSUES:

March/April
May/June
July/August
September/October
November/December

Number of issues	1/2 page	Full page
One	\$895	\$1,050
Two	\$1,700	\$1,995
Three	\$2,415	\$2,835
Four	\$3,025	\$3,550
Five	\$3,600	\$4,250

carrefour RH newsletter

The electronic Carrefour RH bulletin includes an exhaustive press review of labour and employment news, links to texts on human resource management, services, and training activities for human resource management and industrial relations professionals.



Reach

Released five days a week to over 22,000 subscribers

DAILY PUBLICATIONS

Formats	1x	3x	6x
Header 600 x 200	\$760	\$2,050	\$3,875
Banner 1 600 x 110	\$430	\$1,160	\$2,190
Training banner 600 x 110	\$645	\$1,740	\$3,290
Teaser 35 words	\$340	\$920	\$1,735

Daily publication

Monday to Friday, except:

- During the summer (between June 24 and September 5), the newsletter is sent on Wednesdays and Fridays only.
- During the Holiday season: no newsletter for two weeks.
- On statutory holidays.



Vigie RT bulletin

This monthly electronic bulletin is the only bulletin specifically covering the legal framework of labour relations in Quebec.

Each month, the bulletin contains articles on labour jurisprudence, legal issues and trends.

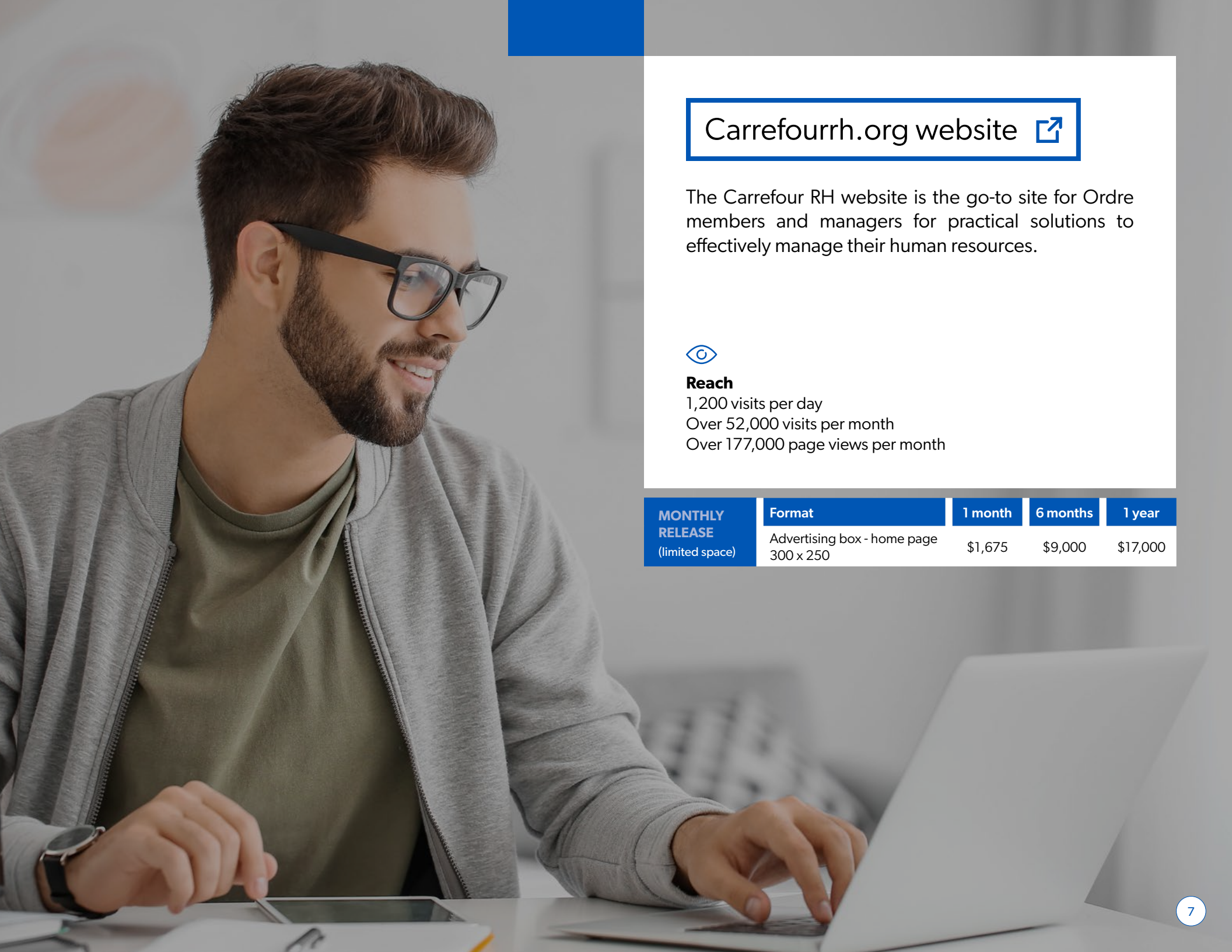


Connect with over
11,000 readers

Advertising banners
displayed in the web section

DIGITAL ISSUES

Format	Top banner 600 x 110
Banners - 1 year (10 issues)	\$3,350
Article zone - 6 months	\$4,450



Carrefourrh.org website

The Carrefour RH website is the go-to site for Ordre members and managers for practical solutions to effectively manage their human resources.



Reach

1,200 visits per day

Over 52,000 visits per month

Over 177,000 page views per month

MONTHLY RELEASE (limited space)

Format

Advertising box - home page
300 x 250

1 month

\$1,675

6 months

\$9,000

1 year

\$17,000

Partner content

This partner content section has been specially designed to promote your products and services to human resources professionals, and more broadly throughout the HR and business community. This unique initiative allows you to share your solutions and content on a dedicated web page available for one year.



Reach

An average of over 1,300 page views per month

RELEASED ON THE DESIRED DATE	Format	Cost
	Partner content page (for one year) and one article promoted in our newsletter	\$1,575

The screenshot displays the CRHA website's 'PARTENAIRES DE CONTENU' section, specifically featuring Talentsoft. The page layout includes a top navigation bar with links for 'RESSOURCES', 'FORMATIONS', 'SERVICES', 'ORDRE', and 'PROTECTION DU PUBLIC'. Below this, a breadcrumb trail reads 'ACCUEIL / RESSOURCES / PARTENAIRES DE CONTENU / TALENTSOFT'. The main heading is 'TALENTSOFT', followed by a sub-header: 'Découvrez les articles proposés par notre partenaire Talentsoft, un leader des applications SaaS de gestion des talents et de formation.' The content area features a large blue banner with the 'TALENTSOFT' logo and a 'SITE DE L'ENTREPRISE' button. Below the banner, there are three article cards, each with a video player icon, a title, a brief description, and a date. The first article is 'LE SOCLE RH' dated 8 septembre 2020. The second article is dated 8 juin 2020. The third article is dated 3 juin 2020. At the bottom of the page, there are two white boxes with blue text: 'AFFICHEZ DANS LE PLUS GRAND RÉSEAU EN RESSOURCES HUMAINES AU QUÉBEC!' and 'NOUS SOMMES DISPONIBLES POUR RÉPONDRE À VOS BESOINS.' The footer contains the CRHA logo, a list of services, a 'Publicité' section, and social media links.

Tool Box

The Toolbox - Carrefour RH virtual event gives the Ordre's partners the opportunity to offer their members 30-minute or 1-hour conferences on topics related to human resources.

The Toolbox formula is ideal for promoting your organization by providing CHRPs and CIRPs with a variety of content.



Reach

More than 1,000 participants per event

Participants can agree to share their contact information.
Event broadcast live on our Facebook page and posted on the Ordre's YouTube page.

CONFERENCE	Duration	Cost
	30 minutes	\$2,500
	1 hour	\$3,375

Limited space





Reach
36,602
plays

Expertise interview

- Eight-minute interview on Carrefour RH's website
- Logo at the beginning, in the middle, and at the end of the interview
- URL link to the company's website

RELEASED ON THE DESIRED DATE

Including the *Partner content* page for one year

Cost

\$5,000

Expertise podcast

- 30-minute interview
- Company identification at the beginning, in the middle, and at the end of the interview

RELEASED ON THE DESIRED DATE

Cost

\$3,500

Partner content distribution

A partner content branded bulletin will be sent by email to all Ordre members and subscribers. One exclusive partner per business segment. Additional visibility in the Partner Content section of the Ordre's website.



Reach

Nearly 21,000 readers

Exclusivity

in your area of expertise

**Only five partner contents per year*

**RELEASED
ON THE
DESIRED DATE**

Formats

One-timer

Four or five
500-word articles*

\$6,150

White paper*

\$6,000

**Material provided by the partner*



**Spring
special event**
June 2023

HR Gala
June 7, 2023



**Remuneration
Event**
September 2023



**Labour Relations
Event**
Winter 2024



**HR Conference/
HR Solutions Fair
(Québec City)**
October 3-4, 2023



Become a **major partner**
at our events!





**BOOKING OF
ADVERTISING SPACE**

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1-800-214-1609, extension 234
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