

MEDIA KIT

2025

CRHA

Ordre des conseillers
en ressources
humaines agréés



About the Ordre

Bringing together more than 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.

TERMS & CONDITIONS

Visibility partnerships

Billing

The Ordre sends one invoice per service performed monthly as the various advertisements are published, with the exception of events such as the annual Conference, the HR Gala and Annual meetings, which will be invoiced upon the signing of this contract.

Payment terms: 30 days.

The Ordre reserves the right to terminate the agreement and withdraw any remaining visibility from a partner in the event of non-payment.

Postponement

The scheduled date of a publication, video shoot, or podcast recording may be postponed, subject to the Ordre's approval and following a request made **at least 20 days prior to the date**. If a postponement request is made less than 19 days before the publication of a banner or content article (or teaser), the Ordre reserves the right to refuse the request and invoice the partner 50% of the amount, given that the advertising space was reserved and not available for other partners. For partner mailings and advertisements on Carrefour RH, the penalty is 100% of the amount. For video shoots and podcast recordings, the partner will be required to pay the penalty fees that the Ordre will have to pay to its subcontractor, in addition to 20% in administrative fees.

Delivery of material

The material must be received by the prescribed deadline; otherwise, the Ordre reserves the right to cancel the publication (and charges a penalty fee).

Document delivery schedule according to type of visibility

Please refer to the guide provided at the time of purchase.

Compliance with document formats

The partner agrees to send the documents in the requested format. In the event of non-compliance with the requested format, the publication will be postponed based on availability.

Communications practices

We wish to inform you, as a partner of the Ordre, of recent changes in our communications practices. Our organization now prefers the use of gender-neutral language to ensure inclusive communication respectful of all genders. In addition, we no longer use the term "member," preferring instead to use CRHA | CRIA (please note that CRHA\CRIA and CRHA\CRIA are not acceptable).

Terms of use

The services shall be used within one year of the date of signing of this contract, except in the case of events with a specified date.

Intellectual property rights

The advertiser shall provide advertising material free from any third-party intellectual property rights or shall first get the third party's written consent, including right of use by the Ordre.

Statistics

The Ordre does not provide any statistics relating to advertising banners. It is the advertiser's responsibility to provide the link necessary for obtaining statistics on the number of clicks and the navigation path of Internet users.

Applicable law

This Agreement shall be interpreted in accordance with the applicable law in the Province of Quebec.

Judicial district

For any claims or legal proceedings regarding this Agreement, whatever the reason may be, the parties agree to choose the judicial district of Montréal, Province of Quebec, as the appropriate venue for the hearing of such claims or legal proceedings, to the exclusion of any other judicial district of the Province of Quebec or elsewhere that could have jurisdiction on such dispute.

Integrity

This Agreement represents the entire agreement between the parties and supersedes all prior agreements, proposals or representations, written or oral, regarding the subject matter hereof.

Editorial rights of refusal

Any advertising disseminated by a partner or third party must not in any way harm the events organized by the Ordre. This means that it must not relate to the same subjects or be disseminated at the same time as the Ordre's promotional campaigns for a similar event, in order to avoid any confusion or undue competition. It must not in any way damage the brand image or positioning of the Ordre's activities. All communications must be consistent with the identity and values promoted by the Ordre. All advertising must therefore be designed to comply with these principles and contribute to harmonious communication regarding the Ordre's initiatives. Everything must be approved in advance by the Ordre.



STATISTICS

More than 12,000 CHRP's | CIRC's



46 %

work for
companies
with 500+
employees



More than

61 %

have over
nine years of
experience



86 %

work for
a company



34 %

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 reference in human resources management and labour relations, the magazine is intended for industry professionals, corporate managers and university faculty members.

NEW > To come in 2025!

Addition of each partner advertiser's logo on the magazine's web page and in the magazine's promotional emails.

NEW > Big box*

Big box on all current magazine article pages and in all the previous issues over the three-month period (duration of issue).



Reach

Number of visits per issue: 5,000

PDF downloads per issue: 1,000

Total page views for the HR Magazine section in 2024: 158,000



4 ISSUES:

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

Parution

One

Two

Three

Four

1/2 page

\$987

\$1,874

\$2,661

\$3,333

1 page

\$1,181

\$2,241

\$3,181

\$3,984

Big box*

\$3,400

Cost for the Big box
(Cost for the half or the
full page in addition)

* Only available to advertisers in the magazine

carrefour RH newsletter

The electronic Carrefour RH newsletter 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*

Monday to Thursday subscribers: 22,750

Friday subscribers: 26,400

DAILY PUBLICATIONS

Formats	Cost 1x	Cost 3x	Cost 6x
Header 600 x 200	\$810	\$2,187	\$4,131
Banner 1 (high visibility) 600 x 110	\$534	\$1,441	\$2,723
Banner 2 (medium visibility) 600 x 110	\$460	\$1,242	\$2,346
Teaser or content article 35-word summary	\$660	\$1,782	\$3,366

*Daily publication

Monday to Friday, except:

- During the summer (between June 24 and September 2), the newsletter is sent on Wednesdays and Fridays only.
- During the Holiday season: no newsletter for two weeks.
- On statutory holidays.



Vigie RT newsletter

This monthly electronic newsletter 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
7,700 readers

DIGITAL ISSUES

Format	Cost
01 Banners – 1 year (10 issues) 600 x 110	\$3,622
02 Article zone – 6 months	\$4,814



Carrefourrh.org website

The carrefourrh.org website is the reference site for CHRPs | CIRCs and business managers. It provides them with practical resources (e.g., content articles, videos, podcasts and other tools) to effectively manage their human resources.*

01



02



Reach

2,500 visits per day

Over 76,000 visits per month

Nearly 142,000 page views per month

WEEKLY RELEASE (limited space)

Format

Horizontal banner – homepage
1180 x 150

1 week

\$675

MONTHLY RELEASE (limited space)

Format

Advertising box –
home page 300 x 250

1 month

\$1,777

6 months

\$9,595

1 year

\$18,125

* The cost of an annual subscription to Carrefour RH is \$395.
It is offered free of charge to CHRPs | CIRCs.

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. The articles are indexed in the search engine of the Carrefour RH website.



Reach

An average of over 1,850 page views per month

RELEASED ON THE DESIRED DATE	Format	Cost
	Partner content page (for one year) and one article promoted in our newsletter (value: \$660)	\$1,706

RESSOURCES
SERVICES
RECHERCHE RH
FORMATIONS

RESSOURCES

Contenu partenaire

Des contenus utiles et des outils proposés par nos partenaires pour appuyer votre gestion des RH.

Nos partenaires principaux

RÉSEAU
D'EXPERTS
brh

Réseau d'experts
brh

Découvrez les articles
proposés par l'équipe de
brh. Des experts RH
dévoués qui s'allient
entre eux et avec leurs
clients pour faire jaillir le
meilleur de l'humain.

normandin
beaudry
noir sur blanc

Normandin
Beaudry

Découvrez les articles
proposés par notre
partenaire Normandin
Beaudry, une firme de
spécialistes animés par la
rémunération globale.

SOQUIJ
Intelligence
juridique

SOQUIJ

Mettez l'information
juridique et judiciaire au
service de vos objectifs
RH.

LARA
GESTION DES APPRENTISSAGES

LARA - SVI
eSolutions

LARA LMS est un logiciel
de gestion des
apprentissage tout-en-
un propulsé par SVI
eSolutions pour
centraliser vos
opérations de formation.

VOIR PLUS

Autres partenaires

accolad

Desjardins

École
des dirigeants
HEC MONTRÉAL

ETS
FORMATION

folks

Gallagher

Trousse médias

TROUSSE
MÉDIAS

2024

Rejoignez des dizaines de milliers de lecteurs et visiteurs par le biais d'un contenu ciblé et taillé sur mesure pour vous. Contactez-nous dès maintenant!

EN SAVOIR PLUS

Guide technique partenariats

GUIDE
TECHNIQUE

SPÉCIFICATIONS TECHNIQUES

CRHA

Dans le souci de répondre à vos exigences et de simplifier le dépôt de vos contenus, nous vous invitons à consulter et utiliser ce formulaire technique.

EN SAVOIR PLUS

CRHA

Nous rejoindre
1000, avenue McGill College, bureau 1400
Montréal (Québec) H3B 1A7
514-879-7026 / 1-800-214-7026, poste 266
carrefourrh@carrefourrh.org

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Nos partenaires :

brh
normandin
beaudry
noir sur blanc
SOQUIJ
Intelligence
juridique
LARA

9

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
- Publication in our newsletter (3 times)
- Broadcast for one year on CarrefourRH website



Reach

6,600 views in 2024

RELEASED ON THE DESIRED DATE

Cost

\$5,500

Expertise podcast

- 30-minute interview
- Company identification at the beginning, in the middle, and at the end of the interview
- Publication in our newsletter (3 times)
- Broadcast for one year on CarrefourRH website and on the following platforms: Apple podcast, Google podcast and Spotify



Reach

3,200 plays in 2024

RELEASED ON THE DESIRED DATE

Cost

\$3,850



Partner Email Blast

SOLD

A newsletter with your organisation's branding will be sent via email to all CHRPs, CIRC's, and subscribers. The content will be subject to prior approval by our team.



Reach

Nearly 11,500 readers

LIMITED ACCESS: ONE MAILING PER MONTH
(One annual mailing per partner, except for exceptions)

Formats

Four or five
500-word articles*

White paper*

One-timer

\$7,500

\$7,500

**Material provided by the partner*





Discounts and Benefits

NEW

The *Discounts and Benefits* page allows you to offer corporate benefits (e.g., discounts on glasses, home and auto insurance, telephony) to an exclusive professional human resources management clientele.

Take advantage of this digital showcase to:

- Present your exclusive corporate offers
- Develop your network within an engaged community
- Benefit from optimal visibility
- Generate qualified business opportunities

RESERVE YOUR PAGE NOW!

Rate

\$3,000*

* Includes two "banner 2" banners in the newsletter over the course of the year (based on availability) for each partner. To promote the *Discounts and Benefits* page, an ad will appear two or three times a year. The discounts must apply to individuals and not companies. The offer must be approved by the Ordre.

Major partner of the Carrefour RH

Maximum of 4 partners

The carrefourrh.org website is the reference site for CHRP's | CIRC's and business managers. It provides them with practical resources (e.g., content articles, videos, podcasts and other tools) to effectively manage their human resources.

In addition to annual paid subscribers (over 600 people), CHRP's and CIRC's have free access to the Carrefour RH, providing exceptional added value and allowing partners to promote themselves among this extensive audience.

Official partner – exclusive optimal visibility

- “Our partners” mention with logo and hyperlink below the homepage banner
- Logo and hyperlink in the footer of each Carrefour RH page
- Logo and hyperlink in all promotional mailings
- Content sharing: LinkedIn (3) and Facebook (2)

Maximum 360° visibility

- Partner email blast
- Ads in the HR Magazine
- Page in the “Partner Content” section

Partners can add six content items to their page, including videos, articles, capsules and newsletter promotions.*
- 10 ft. x 10 ft. booth at the Salon Solutions RH
- One-year individual subscription to Carrefour RH



Reach

Over 2,500 visits per day
Over 76,000 visits per month
Nearly 142,000 page views per month



**EXCLUSIVE ONE-YEAR PARTNERSHIP
FOR 4 COMPANIES ONLY**

Rate

\$35,000

*The content must be approved by the Ordre.

NEW
**Rendez-vous
Santé, sécurité
et mieux-être
au travail**
June 2025



**Rendez-vous
Rémunération**
September 2025



**Congrès RH /
Salon solutions RH
(Montréal)**
September 30 and
October 1, 2025



**Priorités et défis
RH 2026**
January 2026



**Rendez-vous
Relations du travail**
February 2026



**Events for
SME managers**
To come in 2026

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





**BOOKING OF
ADVERTISING SPACE**

514 879-1636, extension 234
1 800 214-1609, extension 234
publicite@ordrecrha.org

CRHA
Ordre des conseillers
en ressources
humaines agréés