

CPHR

Newfoundland
& LabradorCHARTERED PROFESSIONALS
IN HUMAN RESOURCES OF
NEWFOUNDLAND & LABRADORCONNECT WITH KEY HR PROFESSIONALS AND
DECISION-MAKERS IN NEWFOUNDLAND &
LABRADOR EVERY OTHER WEEK!BENEFITS OF E-NEWS
ADVERTISING

- Direct and targeted reach
- Bi-weekly scheduled deliverables
- Adaptable, interactive advertising
- Measurable results
- Free creative services available

ALL ADS MUST BE 72 DPI GIF, PNG OR JPG ONLY RGB. NO ANIMATED ADS FOR E-NEWS.

1

LEADERBOARD
644 x 79 PIXELS
(26 bi-weekly issues)

\$3,500

2A

BODY BANNER
644 x 79 PIXELS
(26 bi-weekly issues)

\$3,500

2B

BODY BANNER
644 x 79 PIXELS
(26 bi-weekly issues)

\$3,000

2C

BODY BANNER
644 x 79 PIXELS
(26 bi-weekly issues)

\$2,750

3A

FEATURE SPOTLIGHT 1
180 X 150 PIXELS
(26 bi-weekly issues)

\$3,000

3B

FEATURE SPOTLIGHT 2
180 X 150 PIXELS
(26 bi-weekly issues)

\$2,500

4A

PRODUCT SPOTLIGHT 1
250 X 250 PIXELS
(26 bi-weekly issues)

\$2,000

4B

PRODUCT SPOTLIGHT 2
250 X 250 PIXELS
(26 bi-weekly issues)

\$2,000

5

CONTENT MARKETING
Article written by industry
journalist up to 600 words
(3 exclusive thought leadership articles)

\$5,250

6

LOWER LEADERBOARD
644 x 79 PIXELS
(26 bi-weekly issues)

\$2,000

26 BI-WEEKLY ISSUES

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HR Matters

In This Issue

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Member Matters

You're Invited – Member Appreciation Networking Event

It's time CPHR NL Members got together again, it's been too long! The Association is pleased to invite you to a Member Appreciation Networking Event being held at the Comfort Inn in St. John's on October 11, 2022 from 5:00-7:00pm. There is no cost to attend.

CPHR Canada Board Chairperson Susan Ryan and CEO Tony Ariganello will join us and provide an update on what's happening at the national Association.

Attendance entitles CPHR Members to claim one (1) hour of formal professional networking.

[Event Details and Registration Link](#)

Your RSVP is requested by Friday, September 30th.

We look forward to seeing everyone soon!

2A

Validation of Experience Fall Application Deadline Approaching

September 30th is the last day that CPHR Candidates can submit an application to have their HR work experience assessed to complete the final stage in attaining the full CPHR professional designation. For more information, click here: <https://cphtml.ca/validation-of-experience/>

FEATURED SPOTLIGHT

3A

Company Name
A MediaEdge e-News Brief will connect your business directly to an association's members on a regular basis.

[Read More](#)

Learn & Connect

Discount for CPHR NL Members Attending CPHR SASK Virtual HR Forum

This forum will be held October 4th and 5th. CPHR NL members receive a 50% reduction on the registration fee, \$225.00 rather than \$450.00. To learn about and register for this forum, Click here: [CPHR Sask Forum](#).

Below is a summary of other upcoming education and training events. Additional details can be found on our [Events page](#). Be sure to check back often as the events calendar is updated regularly.

2B

Survey suggests flu season could be worse this year

Many people are still struggling with COVID-19, and Canada might be in for a difficult flu season as fewer people intend to get flu vaccine shots this year, according to a survey.

[Read More](#)

FEATURED SPOTLIGHT

3B

Company Name
A MediaEdge e-News Brief will connect your business directly to an association's members on a regular basis.

[Read More](#)

Career Centre

CPHR Atlantic Careers

The Atlantic Job Board provides the latest HR job postings in NL and Atlantic Canada, as well as other resources to assist with job search and recruitment. To learn more, click [here](#).

Position	Company
Human Resources Manager	ABC Limited
Human Resources Representative	DEF Inc.
Human Resources Advisor	GHI Incorporated
Human Resources Generalist	GHI Incorporated
Human Resources Co-ordinator	GHI Incorporated
Human Resources Assistant	JKL Corp.

2C

Interesting Reads

Should 'quiet firing' be considered constructive dismissal?

New virtual Master Class looks at the challenges of employee terminations

Following in the footsteps of quiet quitting, there's been plenty of talk about "quiet firing" these days, where an employer intentionally mistreats an employee so they will leave their job.

[Read More](#)

PRODUCT SPOTLIGHT

4A

Company Name
A MediaEdge e-News Brief will connect your business directly to an association's members on a regular basis.

[Read More](#)

4B

Company Name
A MediaEdge e-News Brief will connect your business directly to an association's members on a regular basis.

[Read More](#)

Be careful with wage rises – BoC deputy

As staff see inflation hitting their purchasing power, the loonie in their pocket is buying less and less – which is why, no doubt, pay demands are coming in thick and fast. And while we want to make sure we remain competitive and keep the talent our businesses need, according to the Bank of Canada's Carolyn Rogers, we need to try to keep a tight rein on pay.

[Read More](#)

CONTENT MARKETING

ARTICLE TITLE

A MediaEdge e-News Brief will connect your business directly to an association's members on a regular basis. This targeted advertising opportunity puts your business in the mix of industry-related news.

5

What do we mean when we talk about diversity?

Diversity – what was once a generalist buzzword is now the lynchpin of forward-thinking leadership. If the pandemic taught us anything, it's that DEI is no longer a 'nice to have' – it's the difference between a successful organizational strategy and one that's doomed to fail.

[Read More](#)

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CPHR Newfoundland & Labrador

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