Helping You Get Exposure to Your Target Demographic

Advertise for as low as $600/month!
For More Information/Business Inquiries:

Morgan Berna
1-800-667-9300 ext. 115
420-1620 Dickson Ave,
Kelowna, BC, V2A 9A6
Who We Are

We've been in the safety and HR compliance business since 1929 and are your connection to tens of thousands of organizations throughout North America. With our expertise we deliver leading class solutions to new markets and organizations, which you have the opportunity to connect with.

Our mission at Bongarde is to make people safer, healthier and more productive at work. We help our clients save lives and ensure that workers return home safely each and every night. We're proud of the products we offer and the work we do.

Audience Opportunity

Offering a marketing opportunity to help you grow your market share using innovative, targeted and cutting edge resources to maximize your advertising effectiveness.

Take advantage of this exciting opportunity to connect with North America's human resources, environmental and safety professionals. Showcase your brand in our leading HR compliance and safety compliance resources.

Advertising Avenues

- Display Ads on Websites
- Display Ads in Email Newsletters
- Featured Content
- Webinar Sponsorship
Bongarde’s human resources compliance product, **HR Insider**, caters to Canadian HR professionals. HR Insider users are Executive Directors, HR Managers, HR Advisors, Office Managers, HR Coordinators and Safety & HR Consultants. Over half of our members are purchase decision-makers within their organization, with others being influencers, or evaluators.

Of Canada’s largest public companies in Canada by profit, 6 of the top 13 companies have HR Insider memberships, including: Royal Bank of Canada, Bank of Montreal, Imperial Oil, Suncor Energy, Husky Energy and Great-West Life.

**Top Industries of HR Insider Members:** Members span a wide variety of industries. Members are most heavily based in Toronto, Calgary, Edmonton and Vancouver. However, members are present in each province and territory in Canada.

HR Insider has over 1200 members and totals an average of 25,000 views every month, giving you ample opportunity to promote your products or services.

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Bongarde’s Canadian occupational health and safety compliance resource, **OHS Insider**, caters to Canadian OHS and EHS professionals.

OHS Insider users are Presidents, H&S Coordinators, HSE Managers and Safety Trainers. Over half of our members are the purchase decision-makers within their organization, with others being influencers, or evaluators. Some of **OHS Insider’s** members include: Manulife, Marriott, Lafarge and Liberty Mutual.

**Top Industries of OHS Insider Members:** Top industries OHS Insider members work in are Public Administration, Utilities, Manufacturing, Mining and Oil and Gas. However, members span a wide variety of industries. Members are most heavily based in Toronto, Calgary and Edmonton. However, members are present in each province and territory in Canada.

**OHS Insider** has over 1500 members and totals an average of 55,000 views every month, giving you ample opportunity to promote your products or services.

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SafeSupervisor has been helping companies keep safety top-of-mind and reduce accidents and incidents since 1929.

SafeSupervisor users are Frontline Managers, Frontline Supervisors, JHSC groups and Safety Trainers.

SafeSupervisor caters to businesses of all sizes. Its content applies to both Canadian and US businesses.

Some of SafeSupervisor’s members include: Liberty Mutual, Colliers International, Manulife, Lockheed Martin and Rollins.

SafeSupervisor has over 1000 members and totals an average of 10,000 views every month, giving you ample opportunity to promote your products or services.

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SafetyNow ILT, is an innovative instructor-led training (ILT) resource that helps companies build a stronger safety culture, while saving thousands on costs related to safety program creation. It targets businesses internationally, but members are primarily in the United States and Canada.

Some of SafetyNow ILT’s members include: Marriott, Liberty Mutual, Lafarge, Colliers International, ManuLife, Lockheed Martin, Rollins and the University of Washington.

The SafetyNow brand is the winner of CODiE’s choice for Best Risk Management and Compliance Solution. Knowing the reality that 70% of conventional learning is lost after 24 hours, SafetyNow impressed with its revolutionary Retention features and Training Pathways.

SafetyNow ILT has over 5000 members and totals an average of 20,000 views every month, giving you ample opportunity to promote your products or services.

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Advertising Options

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Advertising Options

Each issue of Bongarde’s newsletters contain valuable content being featured that month. Combine your marketing message with our monthly newsletter and you can reach thousands of professionals.

- **Email Newsletters:** These are email newsletters that are sent weekly to both our members as well as prospects. By the Email Newsletter channel your advertisement is subjected to a high level of exposure and allows for you to generate a large amount of leads in a short time.

- **Print Newsletters:** These are print newsletters that are sent monthly to our members. By using the Print Newsletter channel your advertisement is placed in the hands of your target market. Our members are active users of our products and are ready to invest in their HR and safety programs.
## Editorial Calendar

Choose a month to advertise based on topics that fit best with your product or service.

<table>
<thead>
<tr>
<th>Year</th>
<th>OHS Insider</th>
<th>HR Insider</th>
<th>SafetyNow ILT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>First Aid</td>
<td>Accessibility</td>
<td>PPE</td>
</tr>
<tr>
<td>February</td>
<td>WHMIS</td>
<td>Privacy</td>
<td>Confined Spaces</td>
</tr>
<tr>
<td>March</td>
<td>PPE</td>
<td>Vacations</td>
<td>Chemical Safety</td>
</tr>
<tr>
<td>April</td>
<td>Cold Stress</td>
<td>Discrimination</td>
<td>Environmental</td>
</tr>
<tr>
<td>May</td>
<td>Confined Spaces</td>
<td>Travel</td>
<td>Fire Safety</td>
</tr>
<tr>
<td>June</td>
<td>Return to Work</td>
<td>Overtime</td>
<td>Machine/ Equipment</td>
</tr>
<tr>
<td>July</td>
<td>Violence</td>
<td>Termination</td>
<td>Electrical</td>
</tr>
<tr>
<td>August</td>
<td>Working Alone</td>
<td>Immigration</td>
<td>First Aid</td>
</tr>
<tr>
<td>September</td>
<td>Due Diligence</td>
<td>Drugs &amp; Alcohol</td>
<td>Human Resources</td>
</tr>
<tr>
<td>October</td>
<td>Ergonomics</td>
<td>Nepotism</td>
<td>Substance Abuse</td>
</tr>
<tr>
<td>November</td>
<td>Radiation</td>
<td>Recruitment</td>
<td>Employee Wellness</td>
</tr>
<tr>
<td>December</td>
<td>Lockout Tagout</td>
<td>Accommodations</td>
<td>General Safety</td>
</tr>
</tbody>
</table>
# Newsletter Advertising

Advertise for as low as $600/month!

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420-1620 Dickson Ave, Kelowna, BC, V2A 9A6

## Rates

<table>
<thead>
<tr>
<th>Print Newsletter Advert Type</th>
<th>Price Per Newsletter</th>
<th>Price for 3 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$600</td>
<td>$1500</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$800</td>
<td>$2000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2000</td>
<td>$5000</td>
</tr>
<tr>
<td>Spread</td>
<td>$4000</td>
<td>$11000</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Email Newsletter Advert Type</th>
<th>Price Per Week</th>
<th>Price Per Month (4x Newsletters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side Ad</td>
<td>$600</td>
<td>$2200</td>
</tr>
<tr>
<td>Banner Ad</td>
<td>$500</td>
<td>$1800</td>
</tr>
</tbody>
</table>
Advertising Options

Each Bongarde resource comes with the monthly newsletter, but the biggest piece of the resource is housed online on our member websites. These websites receive thousands of views monthly from our members, plus new visitors that come in weekly to take trials. These sites are where members go to get their on-the-go policies, training materials, compliance updates and more.

We are now offering the option to place ads on our member sites, giving you direct exposure to your target market, our members and organic traffic that visits the site.

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Rates

We take the time to provide valuable content on all of our online products that you can’t get anywhere else, ensuring our sites are regularly visited and your advertisements will be seen by your target demographic.

<table>
<thead>
<tr>
<th>Advert Type</th>
<th>Size</th>
<th>Price Per Month</th>
<th>Price Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side Box Ad</td>
<td>600 x 400 px</td>
<td>$1250</td>
<td>$15,000</td>
</tr>
<tr>
<td>Middle Banner</td>
<td>2048 x 297 px</td>
<td>$1500</td>
<td>$18,000</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>2048 x 297 px</td>
<td>$1100</td>
<td>$13,200</td>
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</table>

<table>
<thead>
<tr>
<th>Advert Type</th>
<th>Size</th>
<th>Price Per Month</th>
<th>Price Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side Box Ad</td>
<td>600 x 400 px</td>
<td>$950</td>
<td>$11,400</td>
</tr>
</tbody>
</table>

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