

CPHR / CRHA

New Brunswick

Nouveau-Brunswick

Advertising Guide

2026

Connecting your organization with New Brunswick's HR community in the most effective way.

CPHR New Brunswick brings together a strong and growing community of HR professionals from across the province. Our members include practitioners, leaders, and consultants who influence how workplaces hire, develop, support, and retain their people. They work in every sector and are directly involved in decisions related to staffing, policy, labour relations, compliance, and organizational priorities.

If your organization wants to reach HR professionals in New Brunswick and grow its presence in this market, CPHRNB offers effective ways to help you connect with the audience that matters.

EMAIL ADVERTISING

Email blasts are sent directly to our full distribution list. These messages reach more than 3000 HR professionals across New Brunswick. Last year our email open rate averaged 58.1 percent and our click rate averaged 9.5 percent. This option is ideal for organizations that want to reach a large and highly engaged audience.

See rate sheet on page 4

WEBSITE ADVERTISING

This option places your promotion on our main page for a three month period, ensuring consistent and repeated visibility. Our newly redesigned website has seen significant growth in traffic, with HR professionals visiting regularly to access job postings, register for professional development, and explore partner resources. Website advertising provides ongoing exposure in a high traffic environment where decision makers are already actively searching for information, opportunities, and services.

Website ads are 970 x 250 in size and will be placed on the main page for maximum views

NEWSLETTER ADVERTISING

Our monthly newsletter delivers your message directly to more than 1000 members across New Brunswick. It is a high visibility platform well suited for organizations aiming to strengthen brand presence, promote offerings, and connect with HR professionals who stay informed and engaged with sector developments.

SOCIAL MEDIA ADVERTISING

This option promotes your message across our social media platforms, reaching HR professionals, business leaders, and community partners throughout New Brunswick and beyond. Our social media following has grown tremendously over the past two years, increasing both visibility and engagement for the content we share. Social media advertising offers strong reach, extended visibility through sharing, and real time interaction with an active and expanding audience. It is an effective way to build awareness, highlight services or events, and connect with HR decision makers who regularly engage with our online presence.

CUSTOM PACKAGES

Many partners choose a custom package to align their advertising with specific goals and audiences. Custom packages combine multiple advertising options at discounted rates, creating a comprehensive and easy to execute marketing strategy across both online and in person channels. Pricing for these packages is outlined on the rate sheet on page four. Members receive additional cost savings on all advertising options, making membership an excellent way to maximize visibility while reducing overall promotional costs. Becoming a member not only connects you to New Brunswick's HR community, it also unlocks preferred pricing on every package we offer.

SPOTLIGHT PACKAGE

This package offers companies an effective marketing campaign to help introduce your products and services to CPHRNB members while also putting you at the centre of our most high-profile event.

- » **1 eBlasts**
- » **1 Social Media Post**

IMPACT PACKAGE

Our most popular package utilizes the best of everything to achieve high impact, high visibility over a sustained period of time.

- » **1 eBlasts**
- » **1 Newsletter Feature**

SHOWCASE PACKAGE

The SHOWCASE package has been specifically designed to amplify the brand and establish thought leadership while also creating new face-to-face contacts and generating new business opportunities for your sales teams.

- » **1 eblasts**
- » **1 Newsletter feature**
- » **1 Social Media Post**
- » **3 month website promotion**

****Some advertising packages can be altered and customized to suit your specific needs****

RATE SHEET

Product	Member	Non-Member
1 X Stand alone "eBlast"	\$450	\$600
Website Banner	\$750	\$1,000
Newsletter	\$225	\$300
Social Media	\$175	\$250
Spotlight Package	\$575	\$750
Impact Package	\$600	\$800
Showcase Package	\$1,500	\$1,900

BECOMING A MEMBER

Associate Membership

For companies that are not already members of CPHRNB, an Associate membership offers immediate cost savings and added visibility. Members receive discounted advertising rates and access to our Consultant Directory, giving your organization direct exposure to HR professionals who are seeking services and expertise.

ANNUAL FEE: \$400.00