



**CERIC**

Advancing  
Career  
Development  
in Canada

Promouvoir  
le développement  
de carrière  
au Canada



**CANNEXUS**

**CAREERWISE  
ORIENTATION**

**CAREERING**

**SUMMERSKILLS**

CANADIAN  
JOURNAL OF  
**CAREER  
DEVELOPMENT**

REVUE  
CANADIENNE DE  
**DÉVELOPPEMENT  
DE CARRIÈRE**

GRADUATE  
STUDENT  
**ENGAGEMENT  
PROGRAM**

**PROGRAMME DE  
MOBILISATION**  
DES ÉTUDIANTS AUX  
CYCLES SUPÉRIEURS

**MEDIA KIT**  
**2019**

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# Contents

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Who We Are	03
Why Become a Sponsor or Advertiser	05
CERIC Title Sponsorships	06
Cannexus National Career Development Conference	10
CareerWise/OrientAction Websites	11
CareerWise Weekly/OrientAction en bref Enewsletters	12
Careering Magazine	13
Canadian Journal of Career Development (CJCD)	14
Contact Us	15



# Who we are

“The birth and evolution of CERIC has had a profound impact on the career development field in Canada. Through a focus on social innovation it has provided a solid foundation for many decades to come!”

— Robert Shea, Associate Vice President  
(Academic and Student Affairs) Marine Institute,  
Memorial University, St. John’s, NL, & Founding President, CERIC

## WHO WE ARE

Founded in 2004, CERIC is a charitable organization dedicated to advancing and promoting career counselling related research and professional development opportunities across Canada.

Through our funding project partnerships and strategic programs we presently reach thousands of individuals across Canada, and globally, each year who are part of the career counselling and development sector.

## VISION

We aim to increase the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of career counselling programs and career education.

## WE REACH OUR INTERESTED STAKEHOLDERS THROUGH OUR VARIOUS PROGRAMS, EVENTS AND PUBLICATIONS:

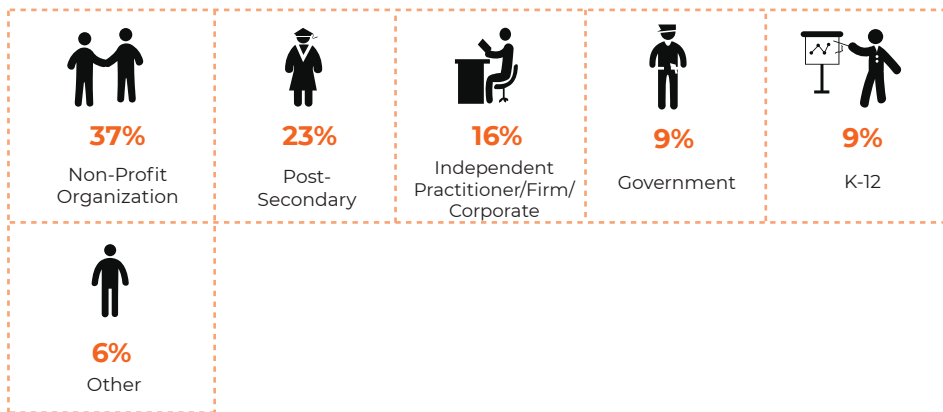
<b>CANNEXUS</b>	<b>CAREERWISE ORIENTATION</b>	<b>CAREERING</b>	<small>CANADIAN JOURNAL OF CAREER DEVELOPMENT</small>	<small>REVUE CANADIENNE DE DÉVELOPPEMENT DE CARRIÈRE</small>
Cannexus is Canada’s largest bilingual National Career Development Conference, promoting the exchange of information and innovative approaches for career development and counselling	These sites help people working in career development across Canada stay up to date on the top news and trends. Popular weekly newsletters curate the best of the sites	<i>Careering</i> magazine is a resource by and for career development professionals in Canada, with analysis and reflection of the latest theories, practices and resources	<i>Canadian Journal of Career Development</i> (CJCD) is Canada’s only peer-reviewed academic journal of career-related academic research and best practices	

“From elementary school kids inventing jobs of the future to senior citizens re-entering the workforce, CERIC’s resources and its people create positive impact for myriad communities across Canada and beyond.”

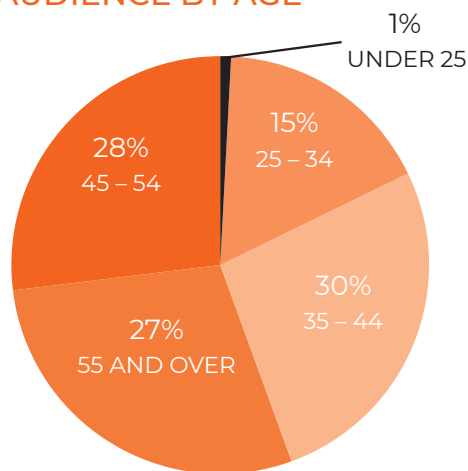
— John Horn, Manager, Learning and Development  
Vancity Credit Union, Vancouver, BC

# Demographics

## AUDIENCE BY SECTOR

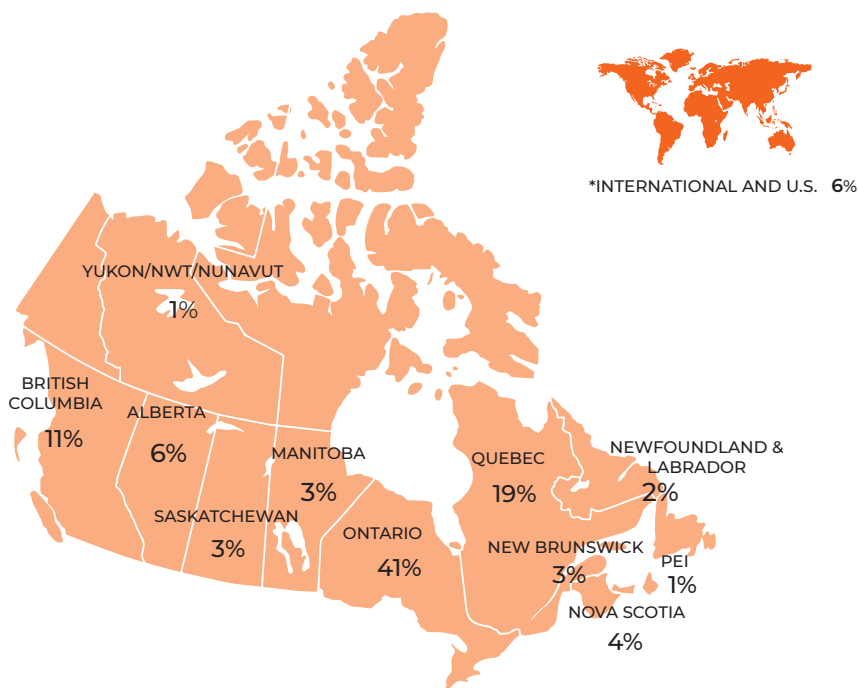


## AUDIENCE BY AGE



- Under 25 1%
- 25 – 34 15%
- 35 – 44 30%
- 45 – 54 28%
- 55 and over 27%

## AUDIENCE BY PROVINCE



## AUDIENCE BY PROFESSION

- Career Development Practitioners
- Employment Advisors
- Career & Guidance Counsellors
- Career & Life Coaches
- Career Educators, Trainers & Facilitators
- Vocational Educators & Trainers
- Job Developers
- Vocational Rehabilitation Specialists
- Executive Directors, Managers & Co-ordinators
- Human Resource Professionals
- Workforce Planners
- Academics & Students
- Mental Health, Social Services & Immigrant Services Workers

## EDUCATION LEVEL



- 82% have completed a Bachelor's degree
- 41% have completed a Master's degree

Areas most frequently studied:

Counselling, educational psychology, career development, education, psychology, organizational behaviour, human resources and social work

# Why become a CERIC sponsor or advertiser?

“Having access to career development leaders, current Canadian career development research and literature as well as links to training and education in the profession has been a plus not only to the recognition of the profession but my own career. Greatly appreciated!”

— Elizabeth Solecki, Career & Employment Consultant,  
Government of Alberta, Calgary, AB

## Return on your investment (ROI). It just makes sense!

- You will achieve long-term brand equity and value
- Easily measure your ROI against your business goals
- Increase your brand loyalty and reinforce your image
- Capture sales leads and increase your sales
- Showcase your products and/or services

- Our proven track record, recognized brands and international recognition makes us the way to reach your audience within the career counselling and development field
- Your best way to connect with a critical mass of career development professionals across Canada
- Career development professionals are important influencers who advise Canadians on education and employment decisions from school through to retirement
- You will help fund research and projects that are focused on providing Canadians with improved access to career education and counselling
- We provide metrics to help you achieve measurable responses to your sponsorship dollars

## SOME OF OUR MANY PAST AND CURRENT SUPPORTERS...

### Cannexus Exhibitors, Sponsors and Advertisers



### Supporting Organizations



INQUIRIES + SALES → Sandra Francescon | [sandra@ceric.ca](mailto:sandra@ceric.ca) | 416.929.2510 x126



# CERIC title sponsorships



The Cannexus conference is held in the majestic Ottawa, Ontario.

CAREER  
COMMUNITY  
LEADER  
(Exclusive)

BUILDER  
(3 sponsors)

MENTOR  
(5 sponsors)

## OVERVIEW

Access to the **largest** Canadian bilingual career development conference as a lead sponsor:

- Exhibit space
- Conference registrations

Print & online ads in:

- Cannexus programme book
- CareerWise and OrientAction websites
- *CareerWise Weekly* and *OrientAction en bref* newsletters
- *Careering* magazine
- *Canadian Journal of Career Development* (CJCD)

Discount on other CERIC sponsorship items and publications (excluding *Careering* magazine)

INQUIRIES + SALES → Sandra Francescon | [sandra@ceric.ca](mailto:sandra@ceric.ca) | 416.929.2510 x126

# Be a career community leader!



## CAREER COMMUNITY LEADER

COST: \$10,000\*

Exhibitor showcase at the Cannexus conference; it attracts 1,200+ participants from across Canada.

### BENEFITS INCLUDE:

- Career Community Leader (1 sponsor spot only)
- Recognition as “Career Community Leader” with logo and link on the Home Page of [ceric.ca](http://ceric.ca)
- Your Leaderboard ad in rotation on the Home Pages of [cannexus.ca](http://cannexus.ca), [cjdonline.ca](http://cjdonline.ca) and [careerwise.ceric.ca/orientaction.ceric.ca](http://careerwise.ceric.ca/orientaction.ceric.ca)
- Recognition on selected CERIC promotional materials and in presentations made to stakeholders
- 5 Sponsored Content ads in *CareerWise Weekly* and 3 in *OrientAction en bref* newsletter
- Full-page colour ad in the winter edition of *Canadian Journal of Career Development* (CJCD) hard copy and online and distributed at the Cannexus conference
- Acknowledgement in annual thank you ad, exclusively for CERIC Title sponsors, in *Careering* magazine

## CANNEXUS

Exclusive Career Community Leader Sponsor for Cannexus!

### Benefits:

- Full-page colour ad in Cannexus programme
- **4 full Cannexus registrations**
- Promotional listing and access to the Cannexus app
- Opportunity to include a brochure or giveaway in our Cannexus delegate bags
- **1 exhibit space**
- Cannexus Career Community Leader Sponsor recognition in Cannexus eblasts
- Website acknowledgement on [cannexus.ca](http://cannexus.ca) and a link under our sponsor page
- Logo on Cannexus PowerPoint loop and on-site signage: Career Community Leader Sponsor
- 20% off other CERIC sponsorship items and publications (excluding *Careering* magazine)

### HIGHLIGHTS:



CAREER COMMUNITY LEADER  
(1)



CANNEXUS CAREER COMMUNITY LEADER SPONSOR



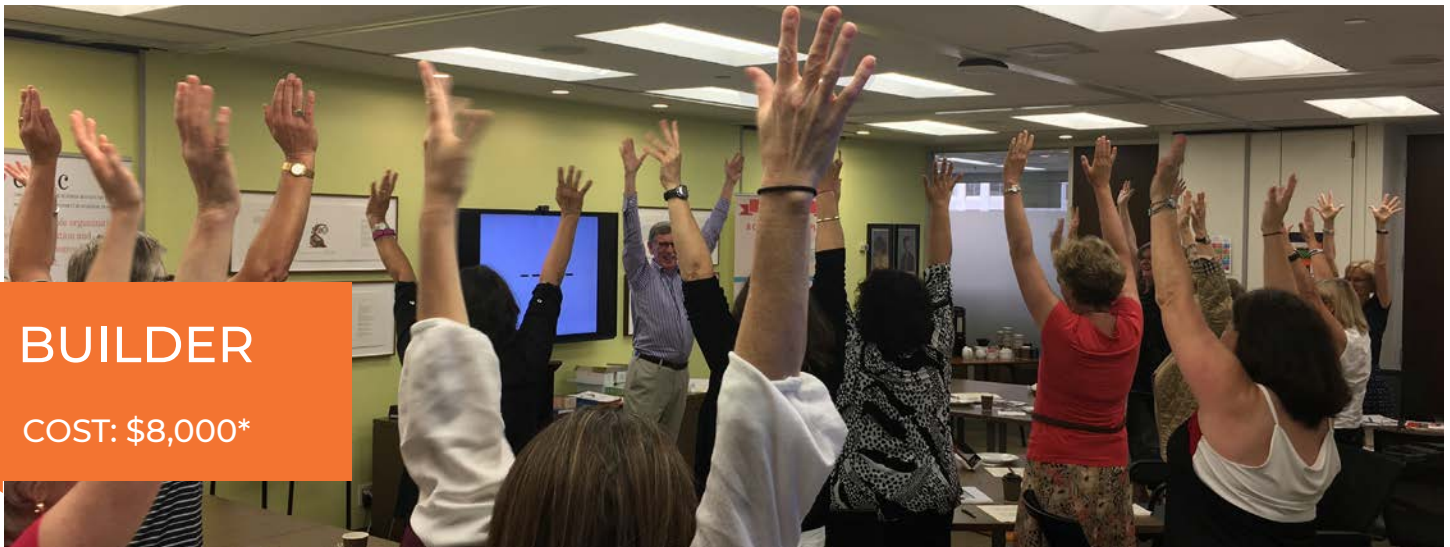
FULL CANNEXUS REGISTRATIONS  
(4 REGISTRATIONS)



EXHIBITOR SPACE  
(1 SPOT)

\*Sponsorship contracts are for 12 months from the date of signing and include the next Cannexus conference. Prices do not include 13% HST.

# Be a builder!



Rich Feller delivering his workshop at the Summer Skills Academy.

## BENEFITS INCLUDE:

- **Only 3 sponsor spots available!**
- Recognition as “Builder” with logo and link on the Home Page of [ceric.ca](http://ceric.ca)
- Your Leaderboard ad in rotation on the Home Pages of [cannexus.ca](http://cannexus.ca), [cjcdonline.ca](http://cjcdonline.ca) and [careerwise.ceric.ca/orientaction.ceric.ca](http://careerwise.ceric.ca/orientaction.ceric.ca)
- Recognition on selected CERIC promotional materials and in presentations made to stakeholders
- 3 Sponsored Content ads in *CareerWise Weekly* and 2 in *OrientAction en bref* newsletter
- 1/2-page colour ad in the winter edition of *Canadian Journal of Career Development (CJCD)* hard copy and online and distributed at the Cannexus conference
- Acknowledgement in annual thank you ad, exclusively for CERIC Title sponsors, in *Careering* magazine

## CANNEXUS

One of only **3 Builder Sponsors** for Cannexus!

### Benefits:

- 1/2-page colour ad in Cannexus programme
- **3 full Cannexus registrations**
- Promotional listing and access to the Cannexus app
- Opportunity to include a brochure or giveaway in our Cannexus delegate bags
- **1 exhibit space**
- Cannexus Builder Sponsor recognition in Cannexus eblasts
- Website acknowledgement on [cannexus.ca](http://cannexus.ca) and a link under our sponsor page
- Logo on Cannexus PowerPoint loop and on-site signage: Cannexus Builder Sponsor
- 15% off other CERIC sponsorship items and publications (excluding *Careering* magazine)

## HIGHLIGHTS:



**BUILDER**  
(ONLY 3 SPOTS)



**CANNEXUS  
BUILDER  
SPONSOR**



**FULL CANNEXUS  
REGISTRATIONS**

(3 REGISTRATIONS)



**EXHIBITOR  
SPACE**

(1 SPOT)

\*Sponsorship contracts are for 12 months from the date of signing and include the next Cannexus conference. Prices do not include 13% HST.



# Be a mentor!



CERIC roadshow at Queen's University in Kingston.

## BENEFITS INCLUDE:

- **Only 5 sponsor spots available**
- Recognition as “Mentor” with logo and link on the Home Page of [ceric.ca](http://ceric.ca)
- Your Leaderboard ad in rotation on the Home Pages of [cannexus.ca](http://cannexus.ca), [cjcdonline.ca](http://cjcdonline.ca) and [careerwise.ceric.ca/orientaction.ceric.ca](http://careerwise.ceric.ca/orientaction.ceric.ca)
- Recognition on selected CERIC promotional materials and in presentations made to stakeholders
- 2 Sponsored Content ads in *CareerWise Weekly* and 1 in *OrientAction en bref* newsletter
- 1/3-page colour ad in the winter edition of *Canadian Journal of Career Development* (CJCD) hard copy and online and distributed at the Cannexus conference
- Acknowledgement in annual thank you ad, exclusively for CERIC Title sponsors, in *Careering* magazine

## CANNEXUS

Mentors are also acknowledged as **Mentor Sponsors** for Cannexus!

### Benefits:

- 1/2-page colour ad in Cannexus programme
- **2 full Cannexus registrations**
- Promotional listing and access to the Cannexus app
- Opportunity to include a brochure or giveaway in our Cannexus delegate bags
- **1 exhibit space**
- Cannexus Mentor Sponsor recognition in Cannexus eblasts
- Website acknowledgement on [cannexus.ca](http://cannexus.ca) and a link under our sponsor page
- Logo on Cannexus PowerPoint loop and on-site signage: Cannexus Mentor Sponsor
- 10% off other CERIC sponsorship items and publications (excluding *Careering* magazine)

## HIGHLIGHTS:



**MENTOR**  
(ONLY 5 SPOTS)



**CANNEXUS MENTOR SPONSOR**



**FULL CANNEXUS REGISTRATIONS**  
(2 REGISTRATIONS)



**EXHIBITOR SPACE**  
(1 SPOT)

\*Sponsorship contracts are for 12 months from the date of signing and include the next Cannexus conference. Prices do not include 13% HST.

# CANNEXUS

“As I have come to expect, Cannexus exceeded my expectations. I was already embedding some of the content, strategies and tools into my work on the train ride home. A must for career counselling professionals.”

— Lisa Kelly, Director of Learning Programs, Canadian Business SenseAbility



A complete list of sponsorship and advertising options and benefits are available in our [Cannexus Opportunities Package](#) available at [cannexus.ca](http://cannexus.ca)



Choose from a variety of options that fit your advertising budget in the Cannexus programme both hard copy and online and in French, English or both!

**Cannexus National Career Development Conference:** The largest career development conference that is bilingual and national in scope. Since its inception in 2007, it has grown to become one of the most prestigious conferences for those involved in career development on both a national and international level.

Cannexus:

- Attracts 1,200+ delegates from Canada and internationally
- Offers keynotes by Canadian and global leaders in the career development field
- Has 150+ sessions highlighting cutting-edge thinking and research and fantastic networking opportunities
- Hosts a trade show showcasing 40+ products, programs and services

## BENEFITS INCLUDE:

- **Brand exposure:** Showcasing your products, programs and services to diverse delegates who have a stake in career development
- **Increased client prospects:** Capturing leads and growing your sales
- Opportunity to connect and **build strategic partnerships** with other vendors

Choose from a wide range of opportunities available for **Exhibitors, Sponsors and Advertisers** including:

- Opening Ceremonies Breakfast
- Keynote Sponsor
- Spark! Sponsor
- Recharge Station Sponsor
- Delegate Bag Sponsor
- Mobile App Sponsor
- Namebadge/Lanyard Sponsor
- Closing Keynote Sponsor
- Programme Book Sponsor
- Networking Break Sponsor



“A modern curated space for the career development community - it’s truly wonderful.”  
— Kristin Vandegriend, Career Coach and Resume Writer, Career Story



Leaderboard Ad - Home Page  
Cost: \$300

Duration: 1 month (maximum 3 ads in rotation)  
Size: 950w x 121h pixels  
Location: Homepage of website



Large Box Ad – Home Page  
Cost: \$300

Duration: 1 month (maximum 3 ads in rotation)  
Size: 600w x 500h pixels  
Location: Homepage of website



Large Box Ad – Article Pages  
Cost: \$300

Duration: 1 month (maximum 3 ads in rotation)  
Size: 600w x 500h pixels  
Location: On every article’s sidebar of website

**CareerWise** (English) and **OrientAction** (French): These sites help people working in career development across Canada stay up to date on the top news and trends, offering a curated selection of relevant and thought-provoking articles on education, skills, counselling, employment and the workforce from a variety of publications. They also feature original perspectives and timely analysis from recognized experts and community voices, as well as round-ups of popular resources and events. New articles are added daily.

### BENEFITS INCLUDE:

- **Brand/Product exposure:** Advertising on CareerWise and OrientAction provides you with the opportunity to reach more than **4,000** people on each site in the career development and career counselling field every month!
- **Hyperlink to your site:** Hyperlink automatically sends readers to your site so they can view your services and products
- **Metrics:** A click-through ratio (CTR) report may be generated and provided every two weeks upon request
- **Flexible timeline:** Web ads may start on the day of your choosing anytime during the month

### SET UP REQUIREMENTS AND DELIVERABLES:

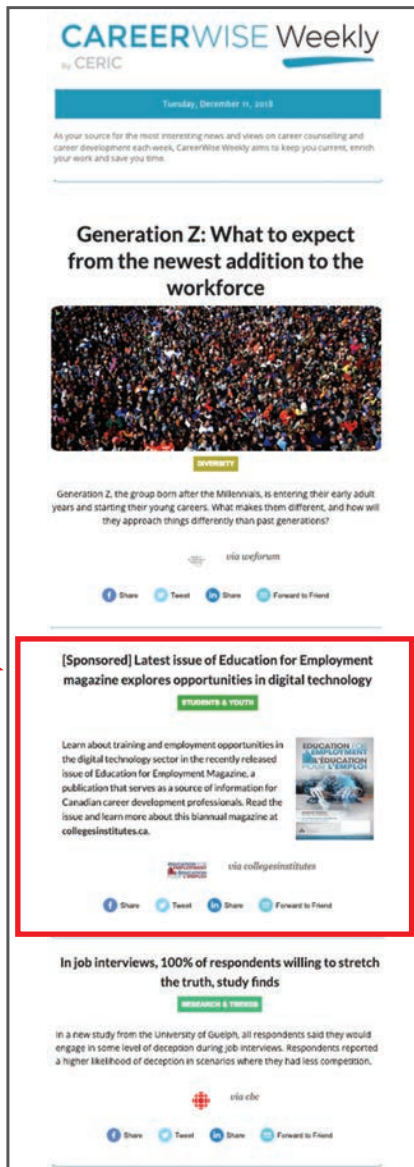
- Banners are required in .GIF, .JPG or .PNG format, with up to 3 animated or rotating messages
- The hyperlink to which the banner ad will be directed and the alt tag text are also required
- Ad will be posted within 5 working days following receipt and approval of advertising material

« Félicitations pour le réaménagement du site et l’information que vous y présentez. Très instructif, utile et visuellement attrayant. Bravo ! »

— Jacques Lapointe,  
Psychologue industriel, Concepteur et  
gestionnaire de Web Carrière

“Thank you for your wonderful *CareerWise* emails! I find them very informative!

— Laura Mattice, Job Coach, YMCA of Simcoe/Muskoka



Sponsored Content  
Cost: \$300

**CareerWise Weekly** is a weekly newsletter compiling the most interesting news & views in the career development and career counselling field. It is distributed on Tuesday afternoons and offers advertising in the form of “sponsored content.” Your sponsored content space may be used to link to an article or news item on your website or as a short advertisement to promote training/products/tools and/or services you provide. **OrientAction en bref**, the French counterpart newsletter, is distributed weekly on Thursdays.

### BENEFITS INCLUDE:

- **Brand/Product exposure:** Prime space as one of the first three listings in the newsletter. Only one sponsor per newsletter
- **Broad reach:** *CareerWise Weekly* newsletters are distributed to an email list of over **9,000 opt-in subscribers** working in career development. *OrientAction En bref* has a dedicated readership of **1,800+**
- **Content:** Your space may be used to link to a sponsored article or news item on your website or as a short advertisement to promote training/products/tools and/or services you provide
- **Metrics reporting:** Weekly metrics reports are available upon request

### SET UP REQUIREMENTS AND DELIVERABLES:

- Logo or graphic 500 pixels, 300 dpi
- 30 words of text in English or French describing whatever it is you would like to promote, accompanied with a title
- Hyperlink to which the sponsored content will be directed
- All content and graphics delivered to *CareerWise Weekly* by end of day the Monday, and on Wednesday for *OrientAction en bref*

“I enjoyed reviewing the articles, blogs and videos that you have so carefully vetted. This has not only added to my knowledge but has provided me with the side benefit of some new career conversations with colleagues and clients.”

— Jeanette Hung, Career Counselling Services Co-ordinator,  
Dalhousie University

# CAREERING

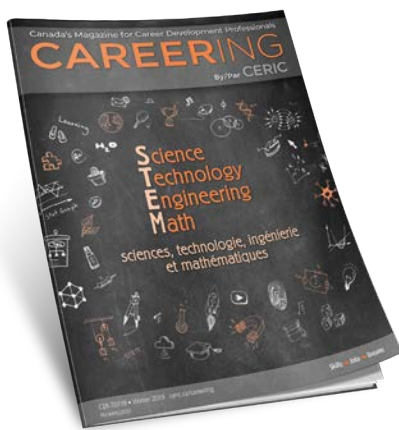
“This is a great magazine and recommended reading to all our staff!”

— Wendy Lau, CEO, Leads Employment Services

“What a wealth of information for career practitioners. Keep up the good work!!”

— Patty Watt, Client Service Consultant, Saskatchewan Ministry of the Economy

- Winter
- Spring/Summer
- Fall



THERE ARE OPPORTUNITIES FOR PRINT ADS, INSERTS AND ELECTRONIC ADS!

Careering magazine is published for CERIC by Market Zone Productions and has its own [media kit](#).



**Careering** magazine: The official publication of CERIC, this is Canada's magazine by and for career development professionals.

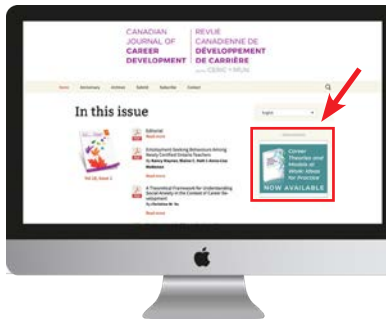
*Careering* is published tri-annually in both print and digital editions and circulated to subscribers as well as distributed at conferences and events in the career development field. **National distribution: 7,500+ print and 10,000+ electronic copies.**

## BENEFITS INCLUDE:

- **Newsstand quality design & must-read content:** Designed to engage and inform, *Careering* magazine provides analysis and reflection of the latest counselling and career development theories, practices and resources in Canada
- **Maximum value exposure:** CERIC's stakeholders are instrumental in advising Canadians about career opportunities, education, training options and career development strategies. *Careering* magazine offers you an excellent opportunity to showcase your organization to this influential audience
- **Bilingual:** Each issue of *Careering* dedicates approximately 30% of its overall editorial to French content
- **Ongoing visibility:** *Careering* issues are archived on the CERIC website providing the advertiser with ongoing visibility
- **Environmentally conscious:** *Careering* magazine is published using environmentally sound printing processes and prints on recycled paper
- **Digital edition of *Careering*:** Placing your advertisement in the print version of *Careering* will automatically ensure you're a part of the fully interactive emag in which all ads are hyperlinked, allowing readers direct access to your website

“I really appreciate the pertinent, clear, and concise articles that are offered – free of charge. It provides up-to-date information that I can share with students, friends, colleagues or family. Thank you. Keep up the good work!”

— Sandra Costanzo, Academic and Vocational Information Counsellor, English Montreal School Board



CJCD Large Box Ad  
Cost: \$250

Duration: 1 month (maximum 3 ads in rotation)  
Size: 600w x 500h pixels  
Location: On the sidebar for every page of the website, including the homepage



Full Page Ad  
Cost: \$500

Size: 7 1/4w x 10h



1/2 Page Ad Vertical  
Cost: \$300

Size: 3 3/4w x 10h



1/2 Page Ad Horizontal  
Cost: \$300

Size: 7 1/4w x 5h



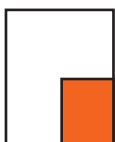
1/3 Page Ad Vertical  
Cost: \$275

Size: 2 3/8w x 10h



1/3 Page Ad Horizontal  
Cost: \$275

Size: 7 1/4w x 3 3/9h



1/4 Page Ad  
Cost: \$200

Size: 3 3/4w x 5h

### Canadian Journal of Career

**Development** (CJCD) is a peer-reviewed publication of multi-sectoral career-related academic research and best practices from Canada and around the world. Articles appear in both English and French. It is published twice annually and is available in both hard copy and online.



### OVERALL BENEFITS INCLUDE:

- **Targeted audience:** CJCD targets a range of individuals within the career development sector and is the only peer-reviewed journal on career development in Canada
- **Reach a niche group** of more than **10,000 opt-in subscribers**

### DIGITAL ADVERTISING BENEFITS INCLUDE:

- **Hyperlink to your site:** Hyperlink automatically sends readers to your site so they can view your services and products
- **Metrics:** A click-through ratio (CTR) report may be generated and provided every two weeks upon request
- **Flexible timeline:** Web ads may start on the day of your choosing anytime during the month

### PRINT ADVERTISING BENEFITS INCLUDE:

- **Double exposure:** Ads appear in both the hard copy and online versions of the journal
- **Link-up:** Online ads have hyperlinks to your website
- **Ongoing visibility:** CJCD issues are archived on the CJCD website providing the advertiser with ongoing visibility

### DIGITAL AD SET UP REQUIREMENTS AND DELIVERABLES:

- 1 month (maximum 3 ads in rotation) per page
- Size: 240w x 400h pixels. Maximum file size is 200 KB
- Location: On the sidebar of every page.
- Banners are required in .GIF, .JPG or .PNG format, with up to 3 animated or rotating messages
- The hyperlink to which the banner ad will be directed and the alt tag text must be provided
- Ads will be posted to the website within 5 working days following receipt and approval of advertising material

# Contact

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Increase awareness of your organization, expand your circle of influence and grow your stakeholder base!

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We understand that each of you has unique marketing resources and objectives and we would enjoy the opportunity to discuss how we can work with you to customize a package that meets your marketing goals!

**Contact:** Sandra Francescon

**Email:** [sandra@ceric.ca](mailto:sandra@ceric.ca)

**Tel:** 416.929.2510 x126

**Address:** Foundation House, 2 St Clair Avenue East,  
Suite 300, Toronto, ON M4T 2T5

