NATIONAL PAYROLL INSTITUTE

2027 ADVERTISING MEDIA KIT



Connect with Canada's Payroll Community

Put your brand, products and services in front of the payroll professionals, leaders, and influencers shaping human-capital management.

INSIDE THIS KIT

- DEDICATED E-BLASTS
- DISPLAY ADS
- PRODUCT & SERVICE DIRECTORY
- DIALOGUE MAGAZINE

YOUR AUDIENCE IS HERE

- Your users
- Your influencers
- From coast-to-coast
- Embedded in HR and Finance teams
- Helping businesses get the most out of their investments in payroll systems and solutions

Through education, events, digital platforms and campaigns like National Payroll Week, we bring this community together year-round.

When you partner with us, you're not simply buying advertising. You're building relationships with one of Canada's most engaged professional communities.



WHY ADVERTISE WITH US?

We help you create meaningful connections with Canada's community of payroll professionals

Our members are experienced practitioners, leaders and strategic influencers working across organizations of every size who share one thing in common: **they directly influence the systems, services and solutions organizations rely on for payroll human capital management that support today's workforce**.

Partnering with the Institute means more than promoting your brand. It means connecting with a highly engaged community of **more than 41,000 members, including 18,000 professional designation holders.** As an advertiser, you'll have the opportunity to:

- Connect with key influencers online, in print, and in person
- Grow awareness of products and services
- Improve brand equity
- Generate qualified leads you can market to
- Share your expertise and gain recognition as a thought leader
- Offer thought leadership and strengthen credibility through your alignment with the National Payroll Institute



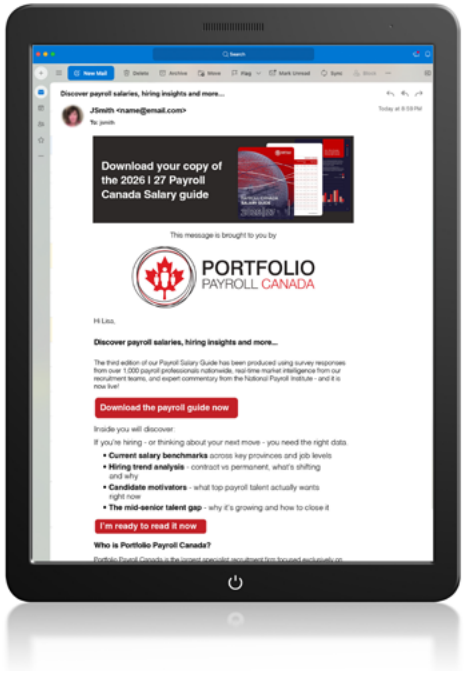
WHERE TO REACH THEM

Build awareness, increase trust, drive conversions

From first impressions to lasting relationships, our digital platforms and publications will help you reach payroll professionals where they learn, connect and engage.

Connect and Convert

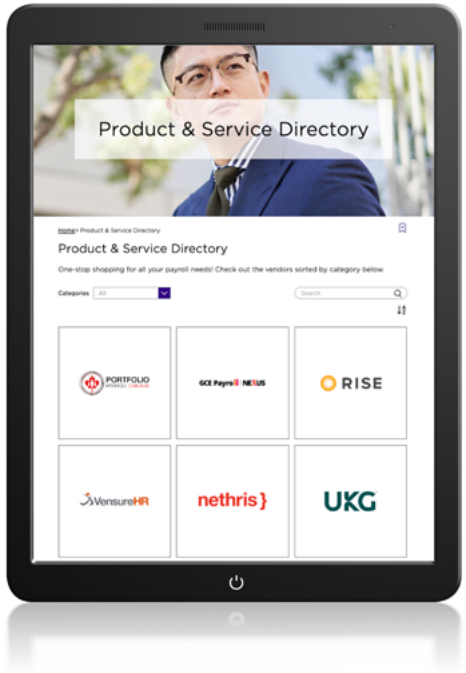
[E-Blasts](#)



Discovery

[Display Ads](#)

[Product & Service Directory](#)



Leadership

[Dialogue Magazine](#)



DEDICATED E-BLASTS

Deliver your message directly to Canada's payroll professionals

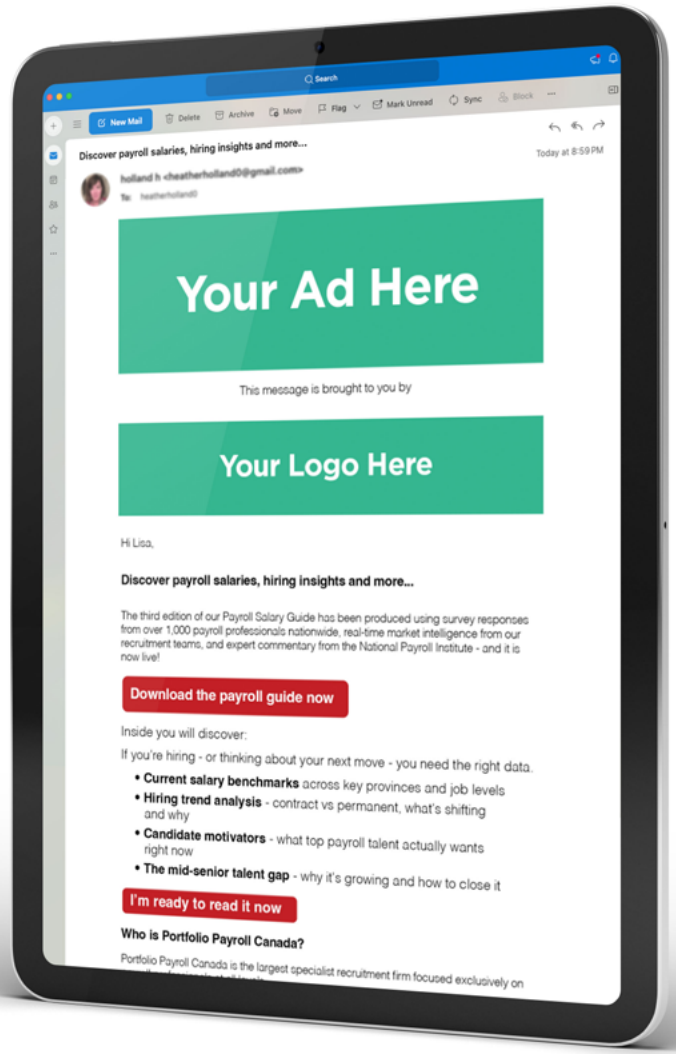
Deliver your messages and brand directly to Canada's payroll professionals through a customizable e-blast*.

Our e-blasts provide a powerful opportunity to build awareness, generate leads and drive action, supported by our 2026 engagement metrics that consistently outperform industry benchmarks:

41,000+
AUDIENCE**

43%
OPEN RATE
vs 20% industry average

11%
CLICKTHROUGH RATE
vs 4% industry average



A powerful channel for:

- Product launches and announcements
- Research and thought leadership
- Webinar and event promotion
- Lead generation

INVESTMENT $3,500

**The number of sponsored e-blasts available is limited and offered to organizations on a first-come, first-served basis. Please note that content is subject to review and approval by the National Payroll Institute.*

***E-blasts can be segmented by location, designation status and other available audience criteria to help ensure your message reaches the most relevant payroll professionals.*

DISPLAY ADS

Advertise your brand where payroll professionals search for answers

Payroll professionals across Canada rely on **our website** as a trusted destination for legislative updates, professional development opportunities, industry resources and local payroll events, generating:

100,000+
MONTHLY WEBSITE VIEWS

9.7M+
ANNUAL PAGE VIEWS

Display your ad on our most highly trafficked web pages and build our brand equity by:

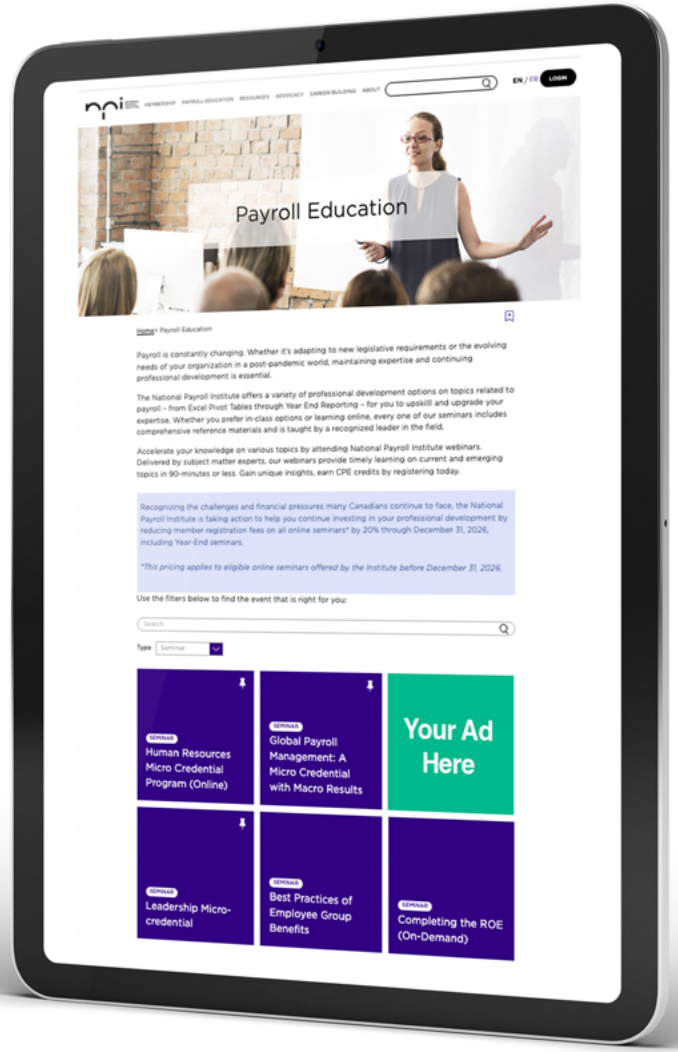
- Aligning with trusted educational resources, tools and industry insights
- Establishing thought leadership by sharing research, expertise and industry perspectives
- Growing your audience through subscriber acquisition opportunities

INVESTMENT: $550 per month

SPECIAL PROMOTION*

Purchase 2 months and get your 3rd month of advertising at no additional cost.

**For an additional $150 per month, you can buy out all advertising on payroll.ca (please inquire about this opportunity).*



PRODUCT & SERVICE DIRECTORY

Be found when buyers are looking

When payroll professionals are searching for solution providers, their first stop is often our **Product & Service Directory**.

As a centralized resource exclusive to payroll, the Product & Service Directory places your organization in front of a highly relevant audience at a critical stage in their buyer journey.

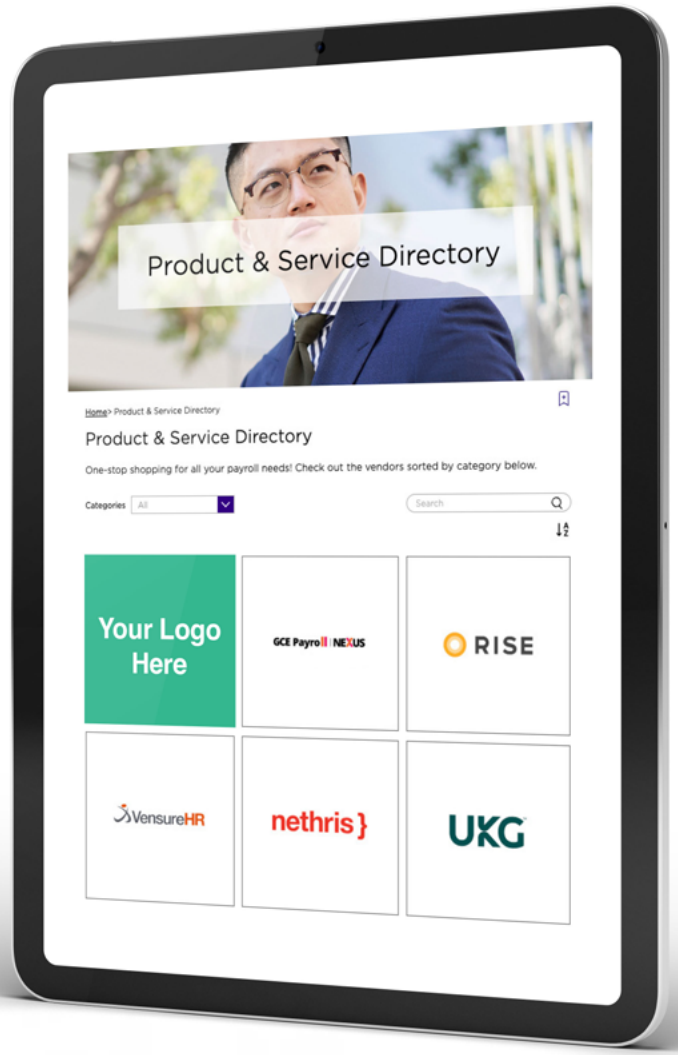
Your listing remains visible year-round and provides a direct path to your website, driving awareness, engagement and inquiries your way.

4,800+
ANNUAL VISITS

ONE-YEAR INVESTMENT: $1,500

SPECIAL PROMOTION

First time National Conference & National Payroll Week exhibitors receive a $500 discount on exhibit space with the purchase of your first listing on our Product & Service Directory.



DIALOGUE MAGAZINE

Build brand credibility through Canada's only print publication dedicated to payroll

Printed quarterly, **DIALOGUE magazine** extends your reach across Canada's payroll community, delivering your message to **41,000+** payroll professionals digitally and **20,000+** physically, including members, managers, directors and influencers in print. Attract and engage customers with standard advertisements, or content-rich, advertorial articles.



2027 RATES	
Quarter page:	$625
Half page:	$999
Full page:	$1499
Inside front cover:	$1999
Back Cover:	$2299
2-page advertorial:	$3000

SPECIAL PROMOTION

Purchase the equivalent of 2 full pages of advertising in 2027, and gain the opportunity to publish one advertorial (up to 2 pages in length, and subject to content approval)

LET'S BUILD SOMETHING MEANINGFUL TOGETHER

Be part of the conversations, connections and communities at the HEART of payroll.

Ready to connect with Canada's payroll community?

Contact our Stakeholder Relations Specialist, Lisa Sabisch (Lisa.Sabisch@payroll.ca) to explore our sponsorship and partnership opportunities.



NATIONAL PAYROLL INSTITUTE

PAYROLL.CA