

PARTNERSHIP KIT 2023

**WE ARE AT
THE HEART
OF BUSINESS**



MESSAGE FROM OUR LEADERS

For over 40 years, the National Payroll Institute has supported payroll professionals in cultivating long and rewarding careers. Not just by sharing knowledge and providing resources, but also by connecting members with leading payroll services, technologies and solutions that are essential for helping to deliver payroll accurately and on time - and improve the short and long-term health of their employer.

Peter Tzanetakis

President | National Payroll Institute



The National Payroll Institute is the leading source for payroll information and knowledge in Canada. That's why, as a payroll professional myself, when I'm looking for information about payroll related vendors, suppliers, and technology solutions I can trust, I start with the Institute.

Carolyn Lesyshen, CPM

Chair of the Board, National Payroll Institute
Payroll Supervisor | Servus Credit Union Ltd.



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WHY ADVERTISE WITH US?

Reaching highly engaged payroll professionals has never been easier! The National Payroll Institute boasts a robust multi-channel platform:



Be a Thought Leader -
advertorial channels



Take Centre Stage -
event sponsorship



Direct Your Message -
targeted e-blasts



Make an Impact -
webinars and virtual events
to celebrate & educate

HERE'S YOUR AUDIENCE



44,000+ PAYROLL
PROFESSIONALS



16,000 HOLD A
PROFESSIONAL DESIGNATION



3.26% MEMBERSHIP GROWTH
OVER 5 YEARS



AVERAGE LENGTH OF
MEMBERSHIP - 8 YEARS



NEW DIGITAL ENGAGEMENT OPPORTUNITIES

- ✓ BETTER TARGETING
- ✓ COST EFFECTIVE
- ✓ CLEAR ROI



ACTIVITY	DETAILS	INVESTMENT	QUANTITY
Webinars	1HR on our platform, including 1 promotional eblast sent to member base	\$5,500	6
Eblast	Individual eblast sent to National Payroll Institute’s member base	\$2,500	6
Social Media Live	1HR on our social media platforms (LinkedIn or Facebook), including 1 promotional eblast sent to member base	\$4,000	4
LIMIT OF 2 ACTIVITIES PER ORGANIZATION			

WEBSITE OPPORTUNITIES (PAYROLL.CA)

1. Product and Service Directory

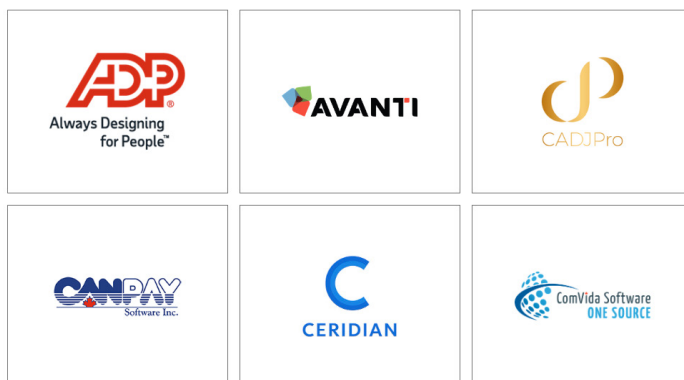
Boost your brand awareness and reach via Canada's ONLY online payroll resource highlighting brands, products and services.

- **Digital:** Your searchable listing will include a hyperlink to your preferred landing page and colour logo.
- **E-Blast:** With a reach of about 44,000, a bi-annual email blast will promote and bring awareness to the PSD page.

The page is on the “About” tab on payroll.ca.

- One-year page listing: **\$1,450**
- Per month boost: “Pin” your listing to get noticed first: **\$500 per month (limited availability)**

Curious to see how your listing is doing? We provide a bi-monthly page view metric for your specific listing.



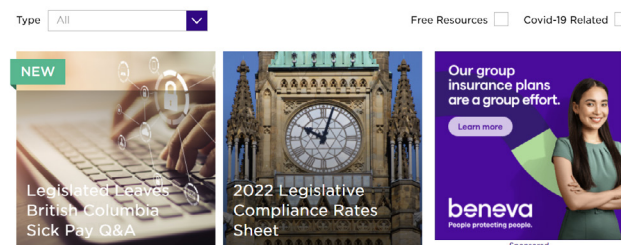
2. Native Advertising Space

Want to go beyond brand awareness? Directly engage more than 44,000 professionals through the National Payroll Institute's **website**, the online home for Canada's payroll professionals.

Build brand equity through Native Advertising units

- Share research or thought leadership
- Provide access to tools or resources
- Advertise your events or webinars
- Create contests
- Grow your social media community or podcast audience
- Encourage newsletter subscriptions
- Promote new product information

Native advertising units can link either directly to your site or to content hosted on ours. Ad units are available on nine highly trafficked pages on both our **English** and **French** sites:



*If you choose to host content on our site, lead capture is not permitted. Exclusivity is not guaranteed on any page. Third-party advocacy and government relations content cannot be advertised on the National Payroll Institute site.

THOUGHT LEADERSHIP

DIALOGUE magazine

Reach payroll professionals and stakeholders through Canada's ONLY publication dedicated to payroll.

Appear in six issues **of Dialogue via:**

ADVERTORIALS – New opportunity!

Attract and engage customers with this exciting new channel: content-rich, editorial-like articles of 800 words or less.

Who gets them?

- More than 44,000 payroll professionals (digital delivery)
- 22,000+ members receive four printed issues per year
- Senior executives and key decision-makers in Canada's small, medium and large organizations, as well as intermediate level professionals and new recruits

Options for topics include:

- Technology
- Human Resources
- Tax & Legislative Compliance
- Management
- Education/ Careers
- Year-End



2023 RATES

HALF PAGE ADVERTORIAL or TRADITIONAL AD	\$1,950
<hr/>	
FULL PAGE ADVERTORIAL	\$2,500

PAYROLL SERVICE AND TECHNOLOGY SUPPLEMENT

Leading providers of technology solutions and services supporting the payroll function in Canada are invited to submit an article for publication in our annual Payroll Service and Technology Supplement.

The Supplement is an opportunity for payroll service providers to communicate directly with the Institute’s database of payroll professionals by sharing valuable information in an editorial format.

Because technology is your business, you can provide unique insights into how technology can and will affect payroll practitioners in the near and distant future.



SEE WHAT WE WERE TALKING ABOUT IN 2022:

The National Payroll Institute believes that payroll is essential to the short and long-term health of every business in Canada. This is especially true in turbulent economic times.

1. How can payroll professionals better leverage existing technology to optimize the health and/or efficiency of their organization?

GUIDELINES	
Article Style	Editorial
Images/Graphics	Provided by you when submitting the article
Publication Format	Digital magazine to payroll.ca
Maximum Article Length	2,500 words
Cost	\$6,000
Articles Due	October 13 th , 2023
Publication Date	December 6 th , 2023
Distribution Schedule	<ul style="list-style-type: none">• Full publication sent via email: December 5th, 2022• Individual articles sent via email: Weekly beginning January 16th, 2024

2. What innovations or changes are coming in the near future that will enhance payroll’s role in the area of business wellness or optimization?
3. As payroll is a core contributor to the practice of human capital management, how can existing or future technology solutions be leveraged to enhance the contribution of payroll professionals to the optimization of that function? Are there aspects of human capital management that payroll can and should contribute to more/in a more meaningful way?

EVENT SPONSORSHIP

Our goal is to elevate the events and leverage the Conference and National Payroll Week as a way to nurture, mentor and attract leaders in the payroll industry.

The National Payroll Institute is our new brand, launched this year. It reflects the evolution of the payroll profession, now recognized for being at the heart of business and vital to business wellness. Our new brand sets us apart as a centre of specialized expertise and knowledge—a world leader in payroll.

What's in it for you?

Heightened branding: Creative new sponsorship opportunities to engage with delegates on a meaningful level by participating in and leading thought leadership, workshops, and networking among other innovative activities to make a lasting impression with the audience.

Stay tuned, we'll be presenting our Conference offerings for Whistler shortly, followed by National Payroll Week.



STAY TUNED FOR 2023 OPPORTUNITIES!

LEADER IN PAYROLL TRAINING AND KNOWLEDGE

What's in it for you?

Looking for a great way to celebrate or support your clients? Co-host an education session with the Institute to deliver immediate value to your clients... starting at **\$5,500**

Investing in corporate training sessions for your clients shows that you truly care about them as professionals AND about the short and long-term health of their business.

- **Trusted expertise** — seminars are delivered by leading Canadian payroll experts
- **Confidential inquiries** — members can freely ask questions without competitors being present
- **Peace of Mind** — members are prepped to handle everything, including crises
- **Cutting Edge Standards** — members stay on top of critical standards such as Year-end & New Year requirements

Want to learn more on how you can leverage payroll knowledge? Email us today!



TESTIMONIALS

Partnering with National Payroll Institute is such a natural fit for Avanti. The Institute really cares about educating and advancing the careers of Payroll and HR professionals, and we do too. As an industry thought leader, the Institute provides amazing opportunities to connect with the community and provide value to our shared audience. Over the years, we've come to consider the Institute as a strategic partner. They've generously shared community insights with us, so we can provide the type of content Institute members are looking for. The learnings we continue to gain from the Institute and all their members has been invaluable to our business and we're excited to continue building upon our strong foundation for years to come.

David Owen-Cord, Co-CEO



Thank you to the National Payroll Institute! Working with the Institute has been a rewarding experience. The staff are very quick to provide answers and we are able to reach our target market with a positive message. This is definitely the right team to talk to for all networking and connecting with people and we have truly enjoyed working with the Institute. The support and resources is just incredible, so thank you.

Garcia Hanson-Francis, CPM, CEO & Certified Payroll Expert



We sponsor and exhibit at the National Payroll Institute's National Conference because we get tremendous value from being able to meet many clients and prospects in-person in a fun environment outside of the traditional office setting. We also love the opportunity to meet and socialize with the Institute contacts, partners, and other vendors with whom we have worked with as well!

Spencer Palmer, Canada Sales Manager



At Payworks, we've enjoyed a long-running partnership with the National Payroll Institute across almost all of their channels. Whether we're participating in the annual conference, sponsoring National Payroll Week, or advertising in DIALOGUE magazine, we can always count on National Payroll Institute to help us reach and engage payroll professionals in Canada.

Amanda Soloway, Marketing Manager



ABOUT THE NATIONAL PAYROLL INSTITUTE

For over 40 years, the National Payroll Institute has been Canada's voice of payroll, helping payroll professionals build rewarding careers, helping businesses reduce risk and increase productivity, and working alongside governments to shape legislation.

The National Payroll Institute is the leader in payroll training and knowledge, offering Canada's only, and highly respected, professional payroll designations.

Visit us at payroll.ca to learn more.

