



2010 MEDIA KIT



**EMPLOYERS'
ADVOCACY COUNCIL**

Employers' Advocacy Council
625 Wabanaki Drive, Unit 4
Kitchener ON N2C 2G3
Tel: 1.888.663.4929

www.EACforEmployers.org

EAC, a division of Canadian Manufacturers & Exporters

EAC VISION:

Working with Employers to eliminate workplace injuries and their costs.

EAC MISSION:

The mission of the Employers' Advocacy Council is to advance and protect the interests of all EAC member firms with respect to key Ontario workplace safety insurance issues.

What We Seek To Achieve:

Educate

Ensure that all EAC members have the opportunity to apply the latest educational opportunities while enabling them to become leaders in the fields of Prevention and Disability Management.

Advocate

Provide legislative advocacy for EAC members by identifying and prioritizing key issues impacting workplace safety insurance while providing the opportunity to liaise with key government officials, legislative bodies and administrative policy makers.

Communicate

Impart the latest information and resources on all legislative activity in the province of Ontario as it relates to all workplace safety insurance matters.

EAC VALUES:

Leadership and Education

Pledge to Workplace Safety

Respect and Integrity

Exceptional Customer Service

Continuous Improvement



WHO WE ARE

Serving employer needs since 1985

For 25 years, through our advocacy, workshops and safety group program, we work with employers to mitigate injury prevention in order to:

- reduce worker compensation costs
- the number of worker claims

As a membership based non-profit organization, the Employers' Advocacy Council (EAC), believes that a healthy environment is the cornerstone to a safe and harmonious workplace.

By providing employers with the tools and knowledge to ensure a safe and productive workplace, an organization can achieve ultimate success.

At the EAC, we embrace safety in the workplace and work diligently to ensure that employers are well-equipped to be the leaders of healthy work environments.

Funded by employers for employers



Advertising / Sponsorship Opportunities

Why some businesses almost always improve their bottom line with *advertising and sponsorship*

- Strategic positioning tool to increase corporate visibility and profile
- Improve your organization's image, prestige and credibility
- Access to a wide range of audiences such as decision makers in business and government
- Targeted opportunities available to reach your market

Let us help you customize an advertising/ sponsorship experience that meets your corporate objectives!



Why advertise with the EAC?

Direct access to over 1000+ members and prospects in the following professions on both a bi-weekly and bi-monthly basis.

- Human Resources Professionals
- Health and Safety Professionals
- Business Owners
- Financial Managers and Directors
- Claims and Disability Managers

The EAC website generates over 40,000+ hits per month

The EAC is the main source of information for workplace safety insurance professionals who need to stay up-to-date with the latest legislative changes, policies and developments in the workplace.

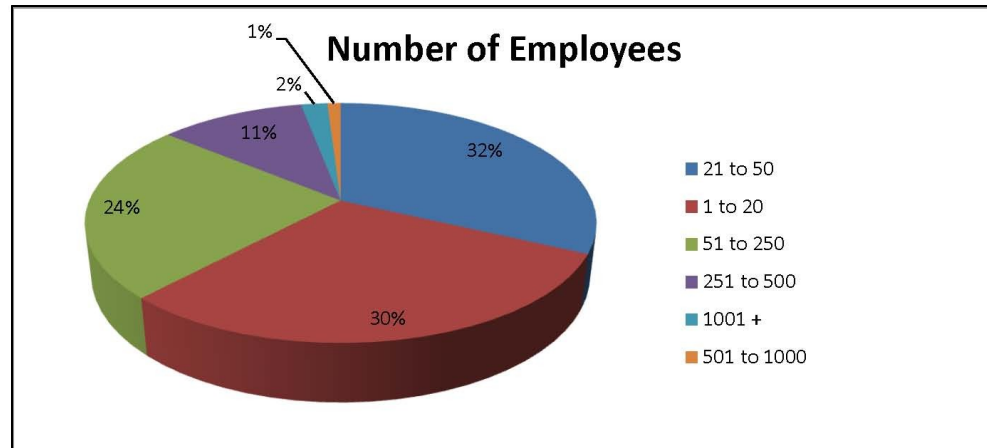
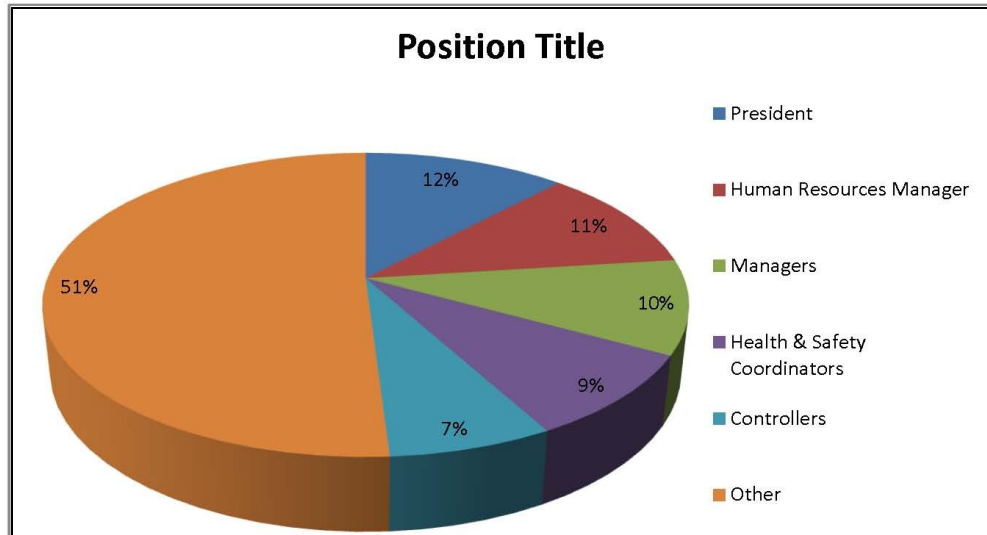
Top 4 geographic locations searching the EAC website on a regular basis are:

- Ottawa and Vicinity
- Greater Toronto Area
- The Technology Triangle area and Vicinity (Waterloo Region to Windsor)
- Northern Ontario

The EAC Membership is geographically located as follows:

- The Technology Triangle and Vicinity (Waterloo Region to Windsor)
- Mississauga and Vicinity
- Toronto and Vicinity
- Ottawa and Vicinity
- Northern Ontario

EAC READERSHIP



The Employer's Voice

Volume 1, Issue 6 November/December 2009

EXCLUSIVE INTERVIEW

WITH THE MINISTER OF LABOUR
the Hon. Peter Fonseca

25
YEARS
EMPLOYERS' ADVOCACY COUNCIL

Ontario's leading source of Occupational Health and Safety, Prevention and Disability News for Employers

REGULAR FEATURES	THE WSIB CORNER
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CME-MEC EAC, a division of Canadian Manufacturers & Exporters (CME)

To view a copy of **award-winning** *The Employer's Voice*, [click here](#)

Available Advertising Opportunities:

- **The Employer's Voice (bi-monthly):** contains feature articles, member profiles, regular columns
- **Inside Scoop (bi-weekly):** provides timely and newsworthy items
- **Website:** Rotating Banner, Member Directory, Business Spotlight)

Available Sponsorship Opportunities:

- Business Summit
- Safety Group Leadership Forum
- Direct Mail Brochures
- Breakfast Networking Events
- Fundraising Gala
- Chapter Development

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Inside Scoop @ EAC

January 12th, 2010

Your BI-WEEKLY update on:

What's new, what's changing and what you can do to enhance your workplace environment...

New Year's Message

To our Valued Members:
Best wishes for a healthy, safe and prosperous 2010
The EAC is pleased to announce its 25th anniversary year:
Helping YOU protect your most valuable assets, your people!

Advocacy:
The EAC will continue to lobby diligently on your behalf and represent your interests at the table with government. In 2010, some of the EAC's advocacy initiatives include: WSIB Experience Rating (NEER) Review, WSIB New Service Delivery Model Adjustment, Health & Safety Associations (HSAs) Realignment, Joint Health and Safety Committee Certification Program Consultation Paper and a Leadership Role in the Ontario Business Coalition (OBC).

Education:
We welcome new members to participate in our Policy & Legislative committee that meets four times a year; excellent opportunity for networking. If you are interested in having your voice heard, please send an email to info@eacformemployers.org.

Education:
In 2009 the EAC modified the original Practical Tools Workshop to include more training on the Return to Work and Case Management process; a complimentary CD-ROM with templates is now included (valued at \$49.99). If you have not already registered for this "revised" workshop, or for additional information, please [click here](#).

Continued on page 2

EAC, a division of Canadian Manufacturers & Exporters **CME-MEC**

Upcoming Workshops

- Return To Work: Jan. 25 - Mississauga; Feb. 10 - Burlington; Feb. 19 - Naughton; Feb. 24 - Ottawa
- Electrical: Feb. 18 - Kitchener
- NEER: Jan. 25 - Hamilton
- Machine Safety: Feb. 10 - Mississauga
- Ministry of Labour: Jan. 21 - Mississauga; Jan. 9 - Hamilton
- Ergonomics: Feb. 11 - Kitchener
- Appeals: Feb. 2 - Windsor; Feb. 25 - Scarborough
- WSIA: Jan. 26 - Scarborough; Feb. 11 - Hamilton; Feb. 18 - Naughton

For more info on the above workshops as well as many others or to register [click here](#)

Inside this issue:

- New Year's Message 1
- Windsor Utilities Commission v. Sikara 2
- Medium-Speed Employers Wanted! 3
- Employees Gone Wild - Or Have They? 3
- Suspended Work Platform 3
- Revised Code 4
- Updated/Revised OPHs 4
- Stronger Protection for Workers 4
- Ontario updating OELs 4
- Focus on Fall Hazards at Construction Sites 4

To view a copy of the *Inside Scoop*, [click here](#)

25
YEARS
EMPLOYERS' ADVOCACY COUNCIL

CONNECT

with the
Employers' Advocacy Council

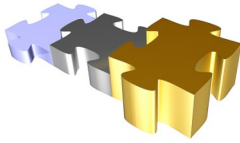


Working with Employers to Eliminate Workplace Injuries and their Costs.

For 25 years, helping YOU protect your most valuable asset, *your people.*

Available Sponsorship Levels:

- Partner
- Lunch
- Breakfast
- Lanyard
- Hospitality Break
- Exhibitor



CONNECT

with the
Employers' Advocacy Council

The Employer's Voice

Member Rates	1x	3x	6x
Quarter page	\$300.00/per issue	\$250.00/per issue	\$200.00/per issue
Half page	\$450.00/per issue	\$400.00/per issue	\$350.00/per issue
Full Page	\$600.00/per issue	\$550.00/per issue	\$500.00/per issue
Advertorial (1 page)	\$700.00/per issue	\$650.00/per issue	\$600.00/per issue

Non-Member Rates	1x	3x	6x
Quarter page	\$400.00/per issue	\$350.00/per issue	\$300.00/per issue
Half page	\$550.00/per issue	\$500.00/per issue	\$450.00/per issue
Full Page	\$700.00/per issue	\$650.00/per issue	\$600.00/per issue
Advertorial (1 page)	\$800.00/per issue	\$750.00/per issue	\$700.00/per issue

Ad Dimensions:

Quarter Page: 3.5"w x 4.7"h

Half Page: 3.5"w x 7.0"h (vertical) or 7.1"w x 3.75"h (horizontal)

Full Page & Advertorial: 7.1"w x 7.5"h

The Inside Scoop

Member Rates	1x	3x	6x
Half Page Banner	\$200.00/per issue	\$150.00/per issue	\$100.00/per issue
Full Page Banner	\$300.00/per issue	\$250.00/per issue	\$200.00/per issue

Non-Member Rates	1x	3x	6x
Half Page Banner	\$300.00/per issue	\$250.00/per issue	\$200.00/per issue
Full Page Banner	\$400.00/per issue	\$350.00/per issue	\$300.00/per issue

Banner Dimensions:

Half Page Banner: 1.5"w x 4.9"h / **Full Page Banner:** 1.5"w x 9.8"h

* Rates do not include applicable taxes; ads must be prepared to the correct dimensions and sent in jpeg format

*ONLINE SUPPLIERS GUIDE:

Member AND Non-Member Pricing: \$100.00 for Basic Listing / \$150.00 for Logo Listing plus 13% HST (per year)

[To COMPLETE THE REGISTRATION form click here](#) [To PAY BY CREDIT CARD click here](#)

*ONLINE MEMBERSHIP DIRECTORY:

FREE Basic Listing for all EAC Members / \$50.00 for Logo Listing plus 13% HST (per year)
[To COMPLETE THE REGISTRATION form click here](#) [To PAY BY CREDIT CARD click here](#)

The logo for the year 2010, with the numbers in a stylized, overlapping font.

SUBMISSION DEADLINE DATES

The Employer's Voice Newsletter:

is the Employers' Advocacy Council's **bi-monthly** publication and Ontario's leading source of Occupational Health and Safety, Prevention and Disability News for Employers.

The Employer's Voice is the bi-monthly electronic newsletter delivered complimentary via email to all members. The Employers' Advocacy Council (EAC) welcomes submissions for articles. Articles submitted for consideration for publication should be short, factual and approximately 500-900 words in length, and submitted by the following deadlines for publication in the following bi-monthly issues:

Article Submission Deadlines

January 29, 2010
March 26, 2010
May 28, 2010
July 30, 2010
September 24, 2010
November 26, 2010

Newsletter Publication Dates

February/March 2010
April/May 2010
June/July 2010
August/September 2010
October/November 2010
December 2010/January 2011

The Employers' Advocacy Council welcomes articles in the following areas of interest: workplace insurance, disability management, health and safety, workplace law, human resources and any other stories that will provide EAC members with the tools and knowledge required to become leaders in the fields of Prevention and Disability Management, and Occupational Health and Safety.

Please be advised that articles may be edited by the EAC and should contain informative rather than promotional content. **Please include your organization logo along with your contact information and email your article submission to editor@eacforemployers.org.**

The Inside Scoop:

is the Employers' Advocacy Council's **bi-weekly** update on what's new, what's changing and what you can do to enhance your workplace environment.

The Employers' Advocacy Council (EAC) **welcomes submissions/advertising banners**, subject to approval by the editor; for further information please send an email to editor@eacforemployers.org.

To find out how The Employer's Voice and Inside Scoop can meet your marketing and sales objectives

Call the EAC at 1.888.663.4929 or send an email to:

info@EACforEmployers.org