



# Practitioner Opportunities

## Recruitment resource for the trust and estate industry

Advertising with STEP Canada's Practitioner Opportunities service offers a highly **cost-effective, quick, and simple** way to attract the right candidates.

### TARGETED AUDIENCE

STEP Canada provides access to the **highest calibre of trust and estate practitioners** including lawyers, accountants, financial planners, insurance advisors and trust professionals. These practitioners are distinguished by their specialized skill set, have earned or are working toward the **TEP designation**, and are the most sought-after in the field. Present your advertisement to our membership of over 2,400 qualified potential candidates.

Our members are all over Canada! We have eight branches across the country including Atlantic, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver; as well as three chapters in London & Southwestern Ontario, Saskatchewan, and Okanagan.

### HIGHLY VISIBLE

We offer 30-day job postings, which can be viewed 24 hours a day, 7 days a week on our website [www.step.ca](http://www.step.ca) (more than 3,500 visits per month).

Traffic is driven to Practitioner Opportunities via our monthly e-newsletter, the STEP Insider, which is shared with our entire membership and features the latest job advertisements posted to the STEP Canada website. Visit our [Press Room](#) any time after the scheduled STEP Insider release date to see your advertisement featured in the latest edition.

### GREAT RATES

STEP member firm rate: \$295.00 CAD\*

Non-member firm rate: \$650.00 CAD

\*To take advantage of the member firm rate, please provide STEP member name and member number.

**Extend your reach!** Upgrade your package to include a 30-day listing on STEP Worldwide's [website](#), which receives over 50,000 visits monthly, and additional traffic through STEP's twice weekly News Digests (12,000+ international subscribers) and weekly Jobs Update emails (2,500+ job-seeker subscribers).

STEP Canada advertisers receive a **50% discount** when posting to STEP Worldwide's Jobs Board. For more information on available STEP Worldwide packages and pricing, please [click here](#).

## HOW TO ADVERTISE WITH US

Email our [Marketing & Events Assistant](#) with the following information about your job advertisement:

1. **Job title, location and hiring firm name.**
2. Detailed job advertisement in **PDF format**, with contact details and information on how to apply. It is recommended to include your firm's logo on the PDF.
3. **Billing information**, including contact name, email address and mailing address.

Please expect a 1 – 3 day waiting period from initial booking to live website display.

Once your job advertisement is live on the STEP Canada website, you will be able to view it here:

<http://step.ca/opportunity.aspx>

## CONTACT INFORMATION

Make STEP Canada apart of your trust and estate recruitment strategy today! Advertise by contacting our Marketing & Events Assistant:

Allison Breininger, Marketing & Events Assistant

Email: [abreininger@step.ca](mailto:abreininger@step.ca) | P: 416-491-4949 ext. 225

## 2017 ADVERTISING DATES

| STEP Insider Issue     | Initial Booking & PDF Due | Job Posting Date | STEP Insider Release Date |
|------------------------|---------------------------|------------------|---------------------------|
| January STEP Insider   | January 6                 | January 9        | January 10                |
| February STEP Insider  | February 10               | February 13      | February 14               |
| March STEP Insider     | March 10                  | March 13         | March 14                  |
| April STEP Insider     | April 7                   | April 10         | April 11                  |
| May STEP Insider       | May 5                     | May 8            | May 9                     |
| June STEP Insider      | June 9                    | June 12          | June 13                   |
| July STEP Insider      | July 7                    | July 10          | July 11                   |
| August STEP Insider    | August 4                  | August 7         | August 8                  |
| September STEP Insider | September 8               | September 11     | September 12              |
| October STEP Insider   | October 6                 | October 9        | October 10                |
| November STEP Insider  | November 10               | November 13      | November 14               |
| December STEP Insider  | December 8                | December 11      | December 12               |