



# 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 caliber 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 professionals in the field. Present your career advertisement to our membership of over 3000 potential candidates.

Our members are located all over Canada! We have eight branches across the country including the Atlantic region, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver; as well as three chapters in 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 the Practitioner Opportunities page via our monthly e-newsletter, the STEP Insider, which is shared with our members and features the latest job advertisements posted to the STEP Canada website. Visit [step.ca/news](http://step.ca/news) 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

This rate is offered to members of STEP Canada. To take advantage of the member firm rate, please provide STEP member name and membership number.

Non-Member Firm Rate: \$650.00 CAD

This rate is offered to firms who are not affiliated with STEP Canada.

**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 the STEP Worldwide Job Board. For more information on available STEP Worldwide packages and pricing, please [click here](#).

## HOW TO ADVERTISE WITH US

Email [Member Services](#) with the following information:

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:

[www.step.ca/opportunity](http://www.step.ca/opportunity)

## CONTACT INFORMATION

Make STEP Canada a part of your trust and estate recruitment strategy today! Advertise by contacting:

Member Services

Email: [memberservices@step.ca](mailto:memberservices@step.ca) | P: 416-491-4949 ext. 221/222

## 2021 STEP INSIDER ADVERTISING DATES

Along with a spot on the STEP Canada job board, every job advertisement will be featured in the STEP Insider eNewsletter, which is shared monthly with members of STEP Canada. Please refer to the chart below for STEP Insider due dates and release dates.

STEP Insider Issue	Initial booking & PDF due before:	STEP Insider release date
January STEP Insider	January 8	January 12
February STEP Insider	February 5	February 9
March STEP Insider	March 5	March 9
April STEP Insider	April 9	April 13
May STEP Insider	May 7	May 11
June STEP Insider	June 4	June 8
July STEP Insider	July 19	July 13
August STEP Insider	August 6	August 10
September STEP Insider	September 10	September 14
October STEP Insider	October 8	October 12
November STEP Insider	November 5	November 9
December STEP Insider	December 10	December 14