



# 2010 MEDIA KIT

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For 30 years, IHRIM has been the resource that HR technology professionals have turned to for industry news, knowledge and networking.

## HRIM Marketing offers you:

- No Waste – When you market with IHRIM, 97% of the people you reach can and do make HR technology purchasing decisions. Don't pay extra to market in events or other publications with large audiences that don't work in an HR technology function.
- Highly Qualified Audience – IHRIM is the leading source to gain knowledge from HR and HR technology thought leaders and experts to achieve business results.

**IHRIM is the leading authority in the HR technology industry for HR technology professionals.**

*International Association for Human Resource Information Management*



**The Review Magazine (formerly IHRIM.link and IHRIM Journal) is the premier, bi-monthly publication for HR Technology Professionals.**

**When you advertise in the Review, you'll be reaching HR technology practitioners, not entry-level workers or generalists. Our readers are executives, managers and analysts with 5-20+ years experience. Targeting your advertising message to HR technology experts rather than paying for huge circulations that reach readers that can't make purchasing decisions or that don't even work in an HR technology function just makes sense...and saves money!**

**Marketing to IHRIM members and subscribers is all about quality not quantity.**

PAGE	1 TIME	3 TIMES	6 TIMES
Back Cover	\$2,000	\$1,800	\$1,500
Inside Covers	\$1,600	\$1,400	\$1,200
Full Page	\$1,300	\$1,150	\$1,000
1/2 Page	\$900	\$850	\$800
1/3 Page	\$650	\$600	\$575

All rates include color – Guaranteed positions at 10% additional  
*Ask about the Special Sponsored Content: up to 4-page section \$850/page*

**Mechanical Requirements: (Magazine and Spring Conference Program)**

Size	Width X Depth
Double-Page Spread	16" x 10"
Full Page	7 1/2" x 10"
1/2 Island	4 5/8" x 7 1/4"
1/2 Horizontal	7 1/2" x 5"
1/3 Page Vertical	2 1/4" x 10"
1/3 Page Square	4 5/8" x 4 7/8"
Trim	8 1/2" x 11 "
Bleed	8 3/4" x 11 1/4"

**PUB LICATION ISSUES AND DEADLINES**

Space Reservation: 20th of the 2<sup>nd</sup> month preceding publication date (i.e. Feb 20 for the April/May issue).  
 Materials Deadline: 1st of the month preceding publication date

**Preferred File Formats for Print**

(All files should be sent electronically)

**Advertisements**

- All colors must be CMYK unless the ad unless the ad is using Pantone colors
- PDF - 300 dpi and include all fonts
- TIF - resolution 300+ dpi for color and grayscale graphics or 1200 dpi for line art
- EPS - 300 dpi outline fonts in Illustrator Graphs/Tables
- PDF - 300 dpi and include all fonts

**Photographs**

- EPS - 300 dpi, Black and white or CMYK
- TIF - 300 dpi, Black and white or CMYK
- JPG - 300 dpi, Black and white or CMYK, Large file format

**Copy/Articles**

- TXT
- Word

Please note that other file formats can be accepted, but must be approved by production beforehand. If alternate file formats are used, anticipate additional time for production.

# Magazine Editorial Calendar

## DECEMBER 2009/JANUARY 2010

### **Best Practices**

- Across Service Delivery, Org Structure, Org Type
- What is best for integrated talent mgmt (point, ERP-base suite)
- Shared Services
- Service Delivery (HRO, BPO, on-premise, SAAS)

## FEBRUARY/MARCH 2010

### **ROI / Value Analysis**

- ROI/VA of WFM
- Back to fundamentals on business case – getting to yes
- Value analysis of TM/BI
- ROE of social networking

## APRIL/MAY 2010

### **Six Sigma Application to HR**

- Primer
- Business case of applying, successes and failures Six Sigma to an HR
- Culture change to SS/L/L/TQ/CMMI
- Toyota
- Financial Services
- Health Care

## JUNE/JULY 2010

### **Learning & Development / Competencies**

- Competency Mgmt at the core of TM or not
- Intersection of Learning and rest of TM
- Types of Learning
- Whatever happened to the learning organization (MIT)?
- User generated content

## AUGUST/SEPTEMBER 2010

### **Workforce Management**

(articles TBD)

## OCTOBER/NOVEMBER 2010

### **Compensation**

- Total rewards
- Linking performance with compensation
- Goal alignment

**DECEMBER/JANUARY 2010**

**Futures (out with old, in with new)**

- Institute for the Future
- The Arlington Institute
- The Futures Forum

**Ask about our special lead-generating packages including magazine ads, e-mail lists, web site banners, buttons and skyscrapers, buyer’s guides, webinar and conference sponsorships, booth space, and more!!**

**ONLINE ADVERTISING**

**BANNERS/BUTTONS**

www.ihrim.org is the 24/7 comprehensive resource for HRMS information, products and services. Purchase a banner or a button ad on theirim.org home page that will link to your site.

<b>Frequency</b>	<b>1-3 months</b>	<b>4-6 months</b>	<b>7-12 months</b>
Top banner	\$ 900/mo.	\$800/mo.	\$665/mo.
Bottom button	\$ 200/mo.	\$175/mo.	\$150/mo.

**Mechanical Requirements**

**ihrim.org Banners**

- 468x60 pixels • Maximum File Size: 25k.
- JPG or Animated GIF only (No advanced streaming or rich media, i.e. shockwave, flash).
- No embedded tables in ALT Text. • Impressions are not guaranteed

**Buttons**

- 140x60 pixels • Background: R:0 G:80 B:143
- JPG or Animated GIF only (No advanced streaming or rich media, i.e. shockwave, flash).

**IHRIM Online Buyer’s Guide**

An on-line version of our popular printed guide, the online Buyers Guide includes the following:

- Company Name
- Address, Phone, Fax
- Web Address & E-mail
- 50-word Product/Service Description

Your listing will link to your Web site address.

*\*Listings are non-commissionable*

**Options**

Logo	\$125
Name listing under additional categories	\$30 each
Add'l 50-word listing	\$75 each
Branch Offices listing	\$30 each

**Rates**

6 months	\$325
12 months	\$575

## Mechanical Requirements

### Buyers Guide - Logo Specifications

- Maximum size: 350x130 pixels • 15 k
- Send as GIF or JPG • Logos may be resized to fit space

### HRIM Wire

The IHRIM Wire is the popular, well-read monthly e-newsletter that is sent via e-mail to the IHRIM membership. As a sponsor, you can choose from three placements of your company's name and 50-word description. Your message is highlighted to set it apart from the main body of text. All messages are in text and logos are used in the sponsorship column.

	<b>Top</b>	<b>Middle</b>	<b>Bottom</b>
3 months	\$ 750/mo.	590/mo.	430/mo.
6 months	700/mo.	535/mo.	375/mo.
12 months	650/mo.	480/mo.	320/mo.

*\*Rates are non-commissionable*

### IHRIM Publications Online/[ihrimpuplications.com](http://ihrimpuplications.com)

The IHRIM Publications site is a unique, separate site from [ihrim.org](http://ihrim.org). The site consists of the most current issue of the Review magazine in PDF format and has additional editorial not found in the printed issue. In addition to the current magazine issue, viewers also have access to all archived issues of the previous IHRIM.link and IHRIM Journal issues dating back to 1999. We offer three different sizes for your banner ad and one size for a button ad:

	3x	6x	12x
Top Banner	\$400	\$350	\$300
Left Column Mini SkyScraper	350	300	250
Bottom Banner	300	250	200
Button	100	85	75

Top and Bottom Banners 420x150 pixels

Left Column Mini Sky Scraper 115x300 pixels

Buttons

- 140x60 pixels • Background: R:0 G:80 B:143
- JPG or Animated GIF only (No advanced streaming or rich media, i.e. shockwave, flash).

**Mechanical Requirements:** IHRIM Wire and [ihrimpuplications.com](http://ihrimpuplications.com)

- Message must be text-only • Logo should be sent as a JPEG or GIF • Size should not exceed 900 x 900 pixels • Transparent background • Include a URL for linking your message

### Review Buyer's Guide, Mid-Year Source Guide and Specialized Guide

The Buyer's Guide and Mid-Year Source Guide appear, respectively, in the December/January and June/July issues of the IHRIM.link magazine. They are excellent tools to market your company's products and services to the HRIM community at a very low cost. A listing in either guide under one category is FREE to advertisers in that issue of the IHRIM.link. In addition to these popular guides, IHRIM also features other specialized guides throughout the year. A listing in these guides consists of an alphabetical listing by company name and includes address, contact person, phone, fax, e-mail, Web site address and a 50-word description of your

products/services. These alphabetical listings will be cross referenced with a product directory. Companies may be listed under additional categories and branch offices may also be listed.

## Rates

50-word listing/category	\$400 each
only listing/category	\$35 each
Additional 50-word listings	\$130 each
B & W logo	\$110 per use
4-Color logo	\$250 per use
Branch office listing	\$40 per branch
* Must be provided electronically	
* Guide listings are non-commissionable	

## Mechanical Requirements

Buyers Guide - Logo Specifications

- Maximum size: 350 x 130 pixels
- 15 k
- Send as GIF or JPG
- Logos may be resized to fit space

## Reprints

Was your firm mentioned in a recent story? Do your clients and prospects know about your products/services? A reprint is the reuse of an editorial article outside of its original publication. Unlike a photocopy, it is a high-quality, professionally printed reproduction of an article that was written about your company, products, services, employees or about an issue that is important to the brand of your company. This is an impartial, third-party endorsement of your company's products, unlike a marketing brochure. Get reprints made for your company and maximize your marketing budget.

Low res pdf (electronic usage)	\$50
High Resolution pdf (unlimited usage)	\$200
Call for custom print quotes	

## On-Site Conference Program

Keep your message in front of attendees during the show with this quality publication that is distributed at the Annual Conference. A special 10% discount is applied to those advertisers that have a current multiple insertion contract in the IHRIM.link.

Size	B & W	4-Color
Full Page	\$1,775	\$2,500
1/2 Page	\$1,200	\$1,925
Inside Front Cover		\$2,800
Page 1		\$2,700
Inside Back Cover		\$2,800
Back Cover		\$3,000

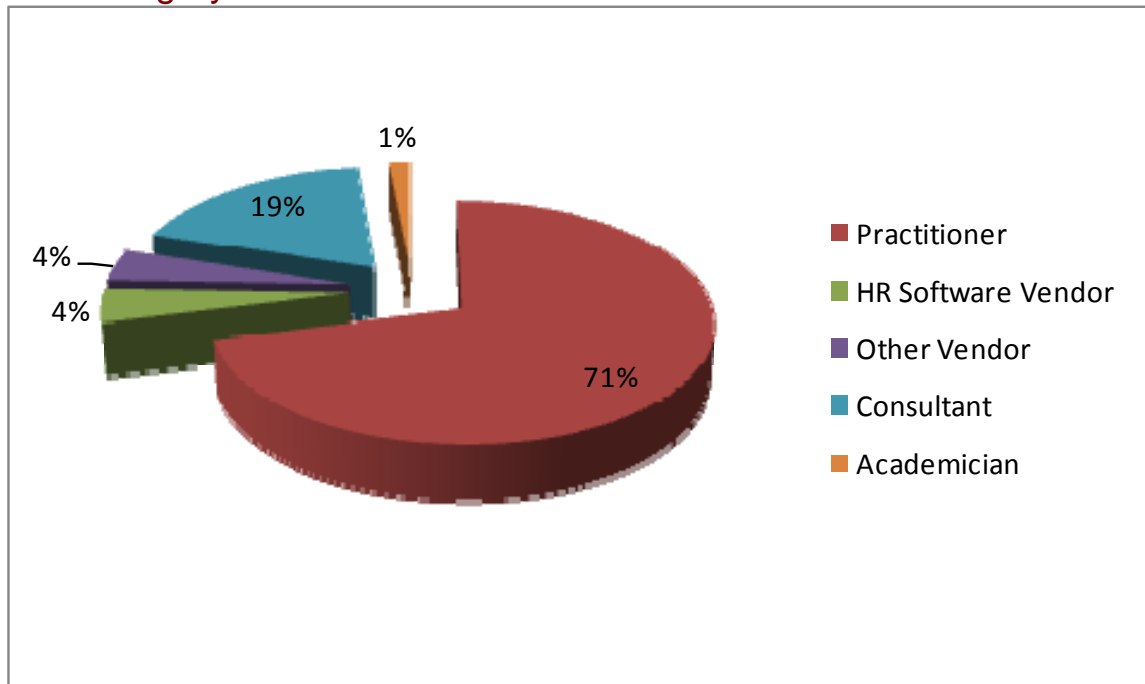
## IHRIM List Rentals

List	Price
Pre-Conference List	\$425
Full Member List	\$750
Member/Prospect List	\$1,050

The IHRIM list rental is for a one time use only. The list will not be provided to the client prior to receiving a copy (printer's proof or fax) of the materials to be mailed. Contact Patricia Huber for order details at 512.310.9795 or [phuber2@austin.rr.com](mailto:phuber2@austin.rr.com).

## IHRIM MEMBER DEMOGRAPHICS

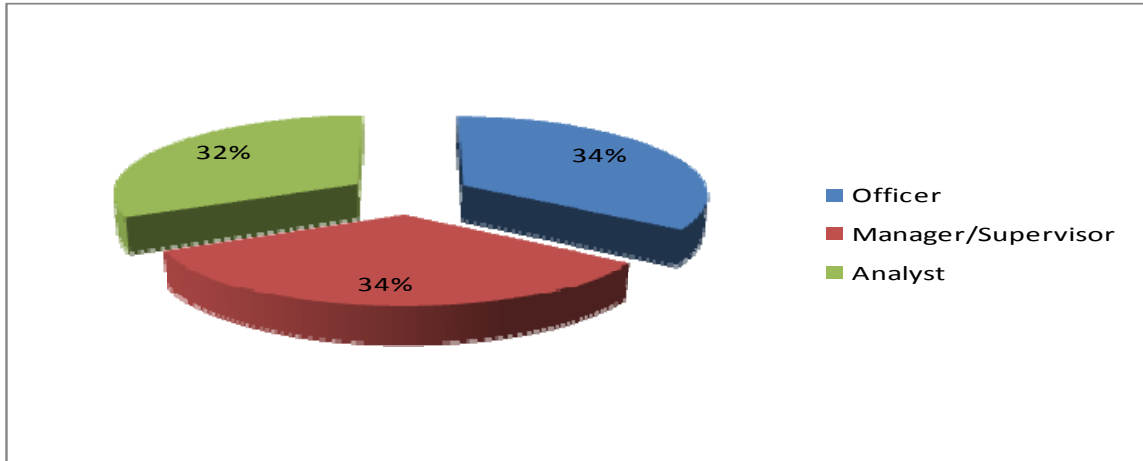
### Job Category



Practitioner	71%
HR Software Vendor	4%
Other Vendor	4%
Consultant	19%
Academician	1%

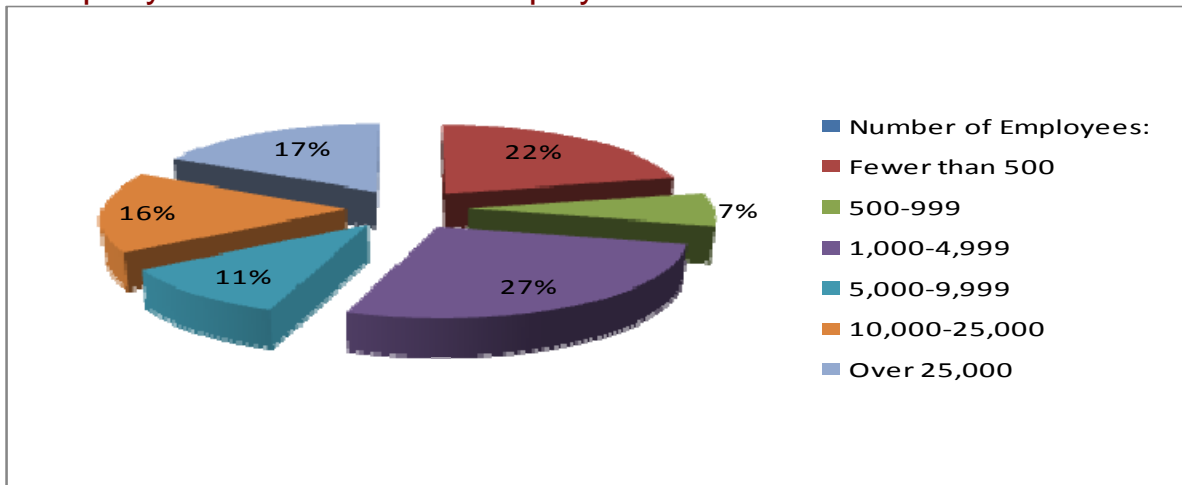
## MEMBER DEMOGRAPHICS (con't.)

### Functional Role



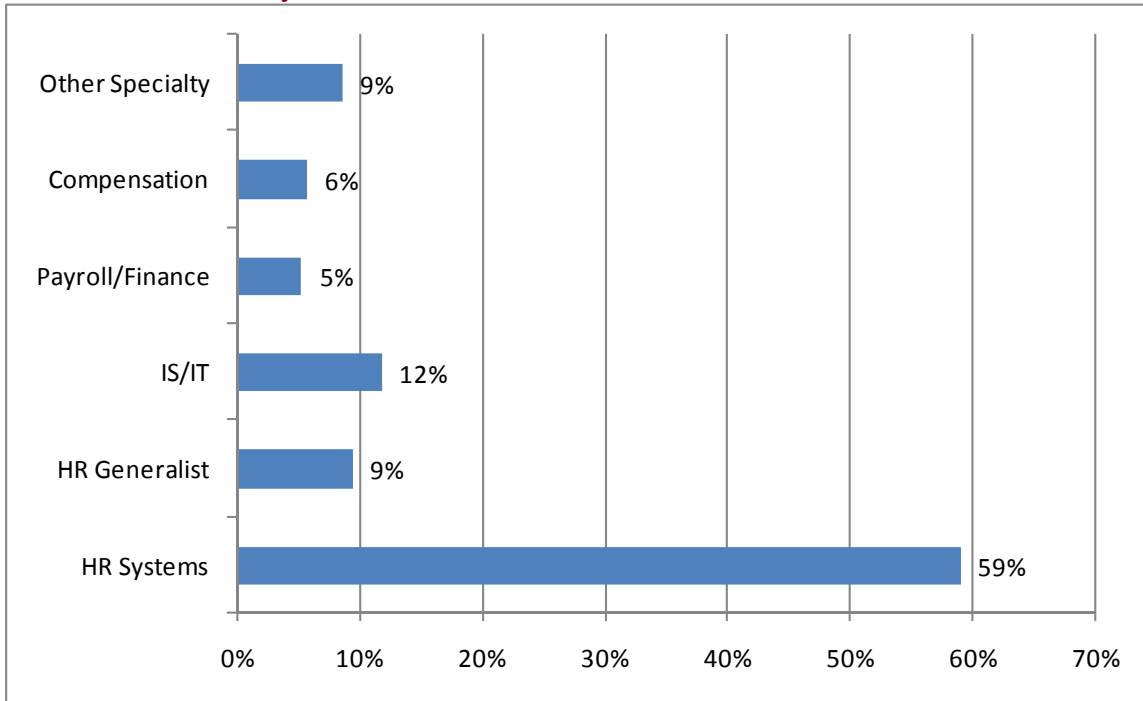
Officer	34%
Manager/Supervisor	34%
Analyst	32%

### Company Size – Number of Employees



Fewer than 500	22%
500-999	7%
1,000-4,999	27%
5,000-9,999	11%
10,000 – 24,999	16%
Over 25,000	17%

## Practitioners Only – Functional Area



HR Systems	59%
HR Generalist	9%
IS/IT	12%
Payroll/Finance	5%
Compensation	6%
Other Specialty	9%

**Ask about our special lead-generating packages including magazine ads, e-mail lists, web site banners, buttons and skyscrapers, buyer's guides, webinar and conference sponsorships, booth space, and more!!**

# IHRIM ADVERTISING/SPONSORSHIP POLICIES

## ADVERTISING/SPONSORSHIPS

All current and accepted trade customs and publishing policies apply to the publications and sponsorship opportunities listed herein. IHRIM or its agents and assigns accept no liability from claims stated or implied in advertisements or advertiser's promotional literature. The advertiser and advertiser's agent are responsible for any errors in copy or illustrations that appear in IHRIM publications, sponsorships, online media or any other IHRIM marketing opportunity. IHRIM and its agents and assigns reserve the right to refuse advertising or promotional material that it deems is not in the best interest of the Association or its members. Only written agreements, contracts and insertion orders will be accepted for advertising or sponsorships. Oral agreements will not be binding on IHRIM, its publishers or agents.

## ACCOUNTS RECEIVABLE

1. It is the policy of IHRIM to handle accounts of individuals or firms who owe money to the organization in a manner that promotes efficiency, consistency and fairness to the fullest extent possible. The purpose of this policy is to establish general guidelines that the Association will use in handling accounts receivable.
2. All day-to-day matters related to Accounts Receivable, including billing, collection, cash receipts and related activities will be the responsibility of the President/CEO or a designated agent.
3. All moneys owed to the organization are due on receipt of an invoice or statement, unless another payment schedule has been approved by the President/CEO. Any amount due that is outstanding more than thirty (30) days from the date of the invoice or statement will be considered past due.
4. The following past due accounts procedures apply primarily to those vendors/consulting firms that advertise in IHRIM printed and electronic publications, such as the magazines, membership directory and conference programs, but may also apply to other advertising and sponsorship mediums.
  - All payments are due within 30 days. If payment is not received, collection procedures will result, and access to future IHRIM activities may be cancelled.
  - The President/CEO has the authority to refuse to extend credit to a firm or individual who has a poor payment history with IHRIM even after the account has been brought current. A report of past due accounts may be presented at each Board meeting.
5. IHRIM reserves the right to establish finance charges to be applied to past due accounts.
6. Any amounts deemed not collectible will be presented by the President/CEO to the Executive Committee of the Board of Directors. The Executive Committee will have the authority to designate accounts as not collectible, after which they will be "written off" as bad debts. IHRIM or its agents will not extend credit under any circumstances to any individual or firm whose accounts were declared not collectible without a formal vote of the Board of Directors.
7. Any charges levied against IHRIM's bank accounts or the bank accounts of its agents because of uncollected or insufficient funds related to a check written to IHRIM or its agents will be added to the amount due from the individual or firm who issued the check.

IHRIM and its agents reserve the right to require payment to cover a returned check be made by cashier's check or money order.

8. IHRIM and its agents prefer to receive payment from non-members before providing a service or delivering a product. At the discretion of the President/CEO or designee, non-members may be billed for a product or service. A member whose membership dues status is current will be billed for the product or service on request.

9. Membership dues billings are not accounts receivable and will not be treated as such in the accounting system because of their voluntary nature. However, when a new member is billed for another IHRIM product or service at the time of enrollment as a member, the amount owed for annual dues will be considered as a receivable amount and will be entered into IHRIM's or its agent's accounting system as such, along with the amount due for the other product or service. In such circumstances, final confirmation of membership will not be made until the membership dues amount has been received.

10. If a renewing member owes money to IHRIM for a product/ service for which he/she has been billed, processing and confirmation of the renewal will be delayed until payment of outstanding amount is made.

11. IHRIM will accept payment for all products/services through President/CEO-approved credit card vendors. Verifications will be made for all charges above the current "floor limit" established by the credit card company.

12. IHRIM reserves the right to add a postage and handling charge for product orders.

13. All payments to IHRIM must be made in U.S. funds.

### **PUBLISHER and IHRIM Agent**

**Futura Publishing LLC**

**6205 Bull Creek Road**

**Austin, TX 78757**

**Tel (512) 374-9961**

**Fax (512) 323-6790**

**Tom Faulkner**

**[tomf@futurapublishing.com](mailto:tomf@futurapublishing.com)**

### **ADVERTISING MANAGER**

**Patricia Huber**

**Tel (512) 310-9795**

**Fax (210) 579-7054**

**[phuber2@austin.rr.com](mailto:phuber2@austin.rr.com)**