

# Workforce Solutions Review



The Official Journal of the International Association for Human Resource Information Management

IHRIM.ORG



**The only publication in the HR space focused exclusively on the use of HR technology in the management of human capital**



2017 Media Kit and Editorial Calendar

# Meeting your marketing goals is easy!

- **Workforce Solutions Review magazine provides the knowledge you need in the rapidly changing world of HR information and technology.** For more than 25 years, IHRIM has provided its members and non-members with a high-quality, information-rich publication. In fact, it's the only publication in the HR industry focused exclusively on the use of HR Technology in the management of human capital for HR systems/information management professionals
- **Position your company as a leader in the industry.** When you advertise in WSR, you'll be reaching workforce technology practitioners, not entry-level workers or generalists. Our readers are executives, managers and analysts with extensive experience.
- **Target your advertising message to workforce technology experts.** Concentrate your budget on those you really need to reach 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. It just makes sense...and saves money!



## Magazine Advertising Rates

Size	1x	4x
Back Cover	\$2000	\$1500
Inside Covers	\$1600	\$1200
Full Page	\$1300	\$1000
Half Page	\$ 900	\$ 800
One-third Page	\$ 650	\$ 575

All rates include color. Guaranteed positions are 10% additional.

## Ad Dimensions

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 Size	8 1/2" x 11"
Bleed Size (full page only)	8 3/4" x 11 1/4"
Live Area (full page only)	7 1/2" x 10"

## Issue Deadlines

	Contract due	Ad materials due
March 2017	01/10/17	01/13/17
June 2017	04/03/17	04/05/17
September 2017	07/06/17	07/10/17
December 2017	10/02/17	10/04/17

## Material Requirements

### DIGITAL FILE REQUIREMENTS

For best results, files should be provided as:

- Print-ready high resolution PDF's
- TIF (300 dpi resolution for photos/1200 dpi for line art)
- Vector EPS (with fonts saved in outline form)

Or created in:

- InDesign CS6 or lower (with graphics files and fonts package and stuffed/zipped)

Publisher, PowerPoint, Word files and images taken from website are not acceptable due to low resolution.

## Buyers Guides

The Annual Buyers Guide and Mid-Year Source Guide appear in the March and September issues of Workforce Solutions Review magazine. The guides are an effective platform to market your company's products and services to the HRIM community at a very reasonable rate.

HR Specialty Guides appear in the June and December issues. These guides focus on HR specialties such as HR Service Delivery, Talent Management/Workforce Planning, HR Outsourcing and Compensation/Benefits. The Buyer's Guides are organized alphabetically by Company Name and by selected Categories. A basic listing includes a 50-word company/product description and 1 category choice. A company logo and additional categories can be purchased at a minimal rate.

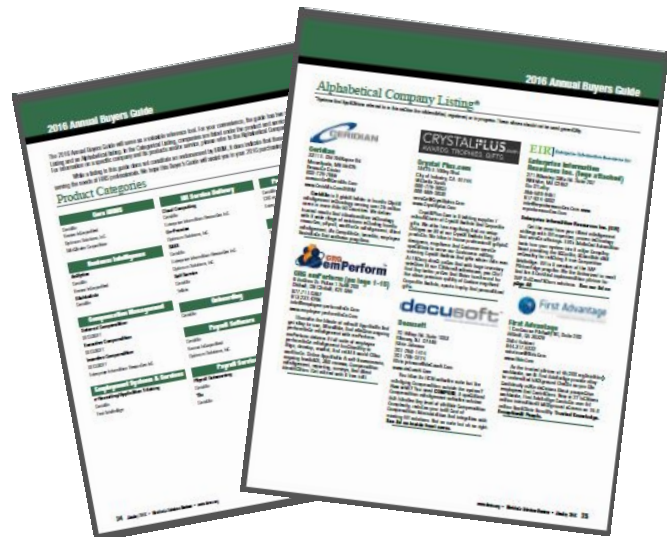
## Buyers Guide Rates

50-word listing/category	\$400 each
4-Color logo	\$250
Additional categories	\$ 35 each

## Mechanical Requirements

### Buyers Guide - Logo Specifications

- 100 x 50 pixels
- 15k
- Send as GIF or JPG
- Logos may be resized to fit space
- Must be provided electronically
- Guide listings are non-commissionable



## IHRIM Online Buyers Guides

The IHRIM Online Buyer's Guide is a powerful and inexpensive marketing tool that launches your company brand in front of HR technology professionals. The Online Buyers Guide **provides you with 22 category choices plus subcategories** to help users target their searches. Reach HR technology decision makers efficiently and cost-effectively with your IHRIM.Org Buyers Guide listing.

**POWER listing** includes company name, mailing address, main telephone number, fax number,

- Company logo
- 50-word product/service description
- contact person w/phone number & email address
- website address
- link to web site and email
- one (1) primary category listing. (Increase your visibility by adding additional products categories)

Annual Rate	\$550
Each additional category	\$ 35

## 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 Resolution PDF(electronic usage)	\$100
High Resolution PDF(unlimited usage)	\$300

# ONLINE ADVERTISING

## IHRIM.org

Ihrim.org is the 24/7 comprehensive resource for everything IHRIM, HRMS information, products and services. Purchase a banner or a button ad on the ihrim.org home page and link it to your site.

<b>Monthly Frequency</b>	<b>1x</b>	<b>6x</b>
Home Page Banner	\$1000	\$750
Side Bar Banner	\$ 750	\$500

## Mechanical Requirements

Home Page Banner	1150(W) x 200(H) pixels
Side Bar Banner	320(W) x 320(H) pixels

- Static 72dpi, RGB JPG's or Animated GIF only (No advanced streaming or rich media such as shockwave or flash)
- No embedded tables in ALT Text
- Impressions are not guaranteed



## IHRIMpublications.com

The IHRIM Publications site is a unique, separate site. The site consists of the most current issue of *Workforce Solutions 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:

<b>Monthly Frequency</b>	<b>1-3x</b>	<b>4-6x</b>	<b>7-12x</b>
Top Banner (2 spots)	\$400	\$350	\$300
Right Column Banners	\$350	\$300	\$250

## Mechanical Requirements

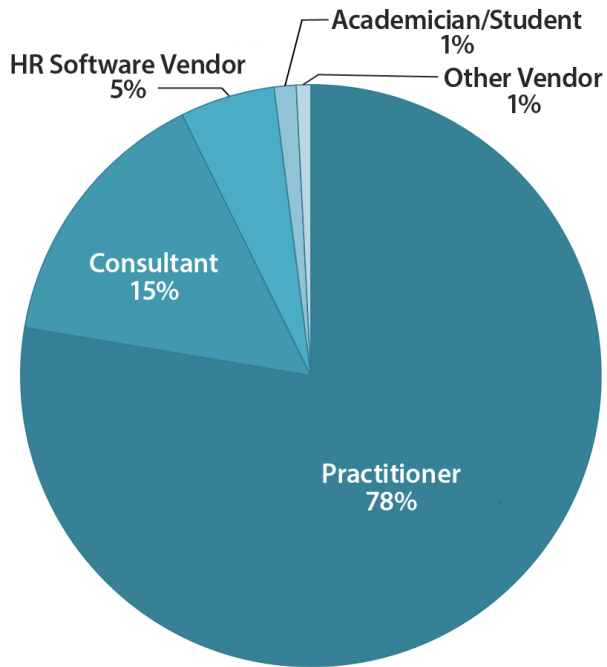
Top Banners	300 x 100 pixels
Right Column Banners	300 x 100 pixels

- Static 72dpi, RGB JPG's or Animated GIF only (No advanced streaming or rich media such as shockwave or flash)
- No embedded tables in ALT Text
- Impressions are not guaranteed

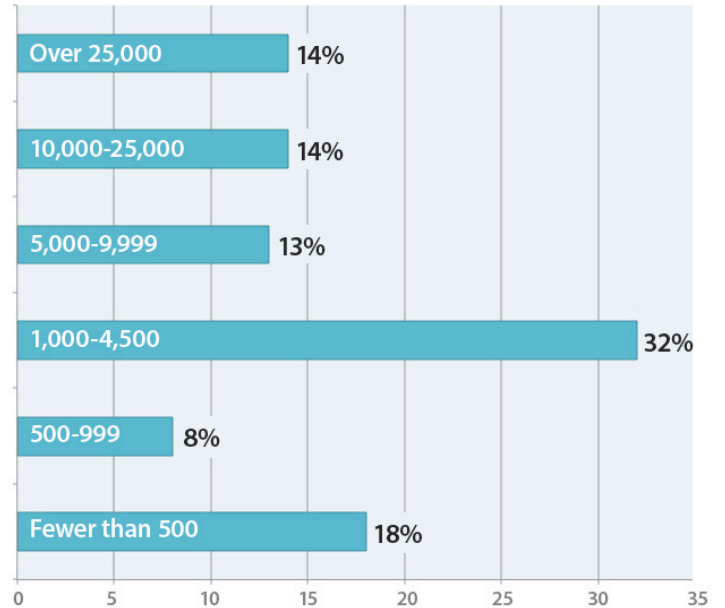


# READERS DEMOGRAPHIC PROFILE

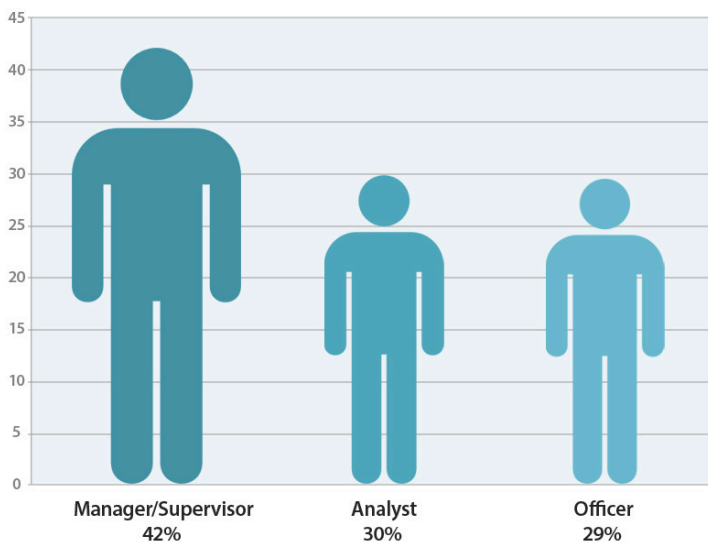
## Job Category



## Company Size (number of employees)



## Functional Role



**over 90%** of these individuals either make or influence the purchasing decisions for their organization.

**75%** of readers pass along information or the publication to their peers.

**Reach** over 110,000 readers in the print/online versions of the magazine



## 2017 Editorial Calendar

### **March 2017**

FOCUS: Building the Business Case PLUS the Annual Buyers Guide  
(IHRIM CONFERENCE ISSUE)  
Advertising Materials Deadline: January 10, 2017

### **June 2017**

FOCUS: Talent Management/Employment Engagement PLUS the  
Talent Management/Workforce Planning Buyers Guide  
Advertising Materials Deadline: April 3, 2017

### **September 2017**

FOCUS: Future of Work with Artificial Intelligence and Advanced Analytics PLUS Mid-Year  
Source Guide (HR Technology Conference Issue)  
Advertising Materials Deadline: July 6, 2017

### **December 2017**

FOCUS: New Roles within HR/Mining the Talent Pipeline PLUS HR Outsourcing Buyers Guide  
Advertising Materials Deadline: October 2, 2017

For editorial submission information, contact Tom Faulkner, [tomf@futurapublishing.com](mailto:tomf@futurapublishing.com).  
For advertising information, contact Patty Huber, [phuber2@austin.rr.com](mailto:phuber2@austin.rr.com).

## 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

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