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

The only journal serving HR professionals at the Intersection of Technology and Human Resource.

2022 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 40 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

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2000</td>
<td>$1500</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$1600</td>
<td>$1200</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1300</td>
<td>$1000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$ 900</td>
<td>$ 800</td>
</tr>
<tr>
<td>One-third Page</td>
<td>$ 650</td>
<td>$ 575</td>
</tr>
</tbody>
</table>

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

### Ad Dimensions

<table>
<thead>
<tr>
<th>Size</th>
<th>Width X Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>16” x 10”</td>
</tr>
<tr>
<td>Full page</td>
<td>7 1/2” x 10”</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4 5/8” x 7 1/4”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7 1/2” x 5”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2 1/4” x 10”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4 5/8” x 4 7/8”</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8 1/2” x 11”</td>
</tr>
<tr>
<td>Bleed Size (full page only)</td>
<td>8 3/4” x 11 1/4”</td>
</tr>
<tr>
<td>Live Area (full page only)</td>
<td>7 1/2” x 10”</td>
</tr>
</tbody>
</table>

### Issue Deadlines

<table>
<thead>
<tr>
<th>Contract due</th>
<th>Ad materials due</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2022</td>
<td>01/15/22</td>
</tr>
<tr>
<td>June 2022</td>
<td>04/15/22</td>
</tr>
<tr>
<td>September 2022</td>
<td>07/15/22</td>
</tr>
<tr>
<td>December 2022</td>
<td>10/15/22</td>
</tr>
<tr>
<td>01/31/22</td>
<td>04/30/22</td>
</tr>
<tr>
<td>07/31/22</td>
<td>10/31/22</td>
</tr>
</tbody>
</table>

### Material Requirements

**DIGITAL ASSET REQUIREMENTS**

- Print-ready high resolution PDFs
- TIF or PNG images (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 for compatibility (with graphics files and fonts package and stuffed/ziped)

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

An HR Buyers Guide appears in each issue 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.

These guides feature HR specialty categories such as HR Service Delivery, Talent Management/Workforce Planning, HR Outsourcing, Compensation/Benefits and more. 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 one (1) category choice. Company logo insertion and additional categories are available at a special discounted rate.

Buyers Guide Rates

- 50-word listing/category: $400 each
- 4-Color logo: $250 each
- 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

Use reprints made for your company to maximize your marketing impact with follow-up emails and print. A reprint is the reuse of an editorial article outside of its original publication, an impartial, third-party endorsement of your company’s products, having greater marketing influence than brochures. Unlike a photocopy, reprints are high-quality, professionally printed reproductions of an article that was written about or by your company, products, services, employees or topic that is important to the brand of your company.

Low Resolution PDF and High Resolution PDF files (unlimited use): $400/article
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.

**Monthly Frequency**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Banner</td>
<td>$1000</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Side Bar Banner</td>
<td>$750</td>
<td>$500</td>
<td>$350</td>
</tr>
</tbody>
</table>

**Mechanical Requirements**

- Home Page Banner: 1150(W) x 200(H) pixels
  - your banner will appear across the entire homepage under the IHRIM Education Section
- Side Bar Banner: 320(W) x 320(H) pixels
  - available on pages other than the Home page under the side menus on the right.

  - Static 72dpi, RGB JPEGs 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

**EXCLUSIVE MARKETING OPPORTUNITY - NEW!**

Be an Exclusive WSR Issue Sponsor* and receive:

- Two facing full color pages in the center of the magazine. These should be in an “Adverorial-style” format and can describe your products and/or services and general company information. We can design the pages for you with information you provide – or you can provide the pages already designed in PDF format. ($2,000 value)

- One full 4-color ad (on a cover if available) or on right-hand page 3 or 5. ($1,000 value)

- One Online Buyer’s Guide Power listing – for one year ($550 value)

- One Buyer’s Guide Power listing in the print issue ($650 value)

- Recognition on the Table of Contents page as “WSR Issue Sponsor.”

Sponsor 1 issue @ $2,500
Sponsor 2 or 3 issues @ $2,250/issue
Sponsor all 4 issues @ $1,800/issuuer

*limited to one sponsor per issue
READERS DEMOGRAPHIC PROFILE

Job Category

Consultant 78%
Practitioner
HR Software Vendor 5%
Other Vendor 1%
Academician/Student 1%

Company Size (number of employees)

- Over 25,000 14%
- 10,000-25,000 14%
- 5,000-9,999 13%
- 1,000-4,500 32%
- 500-999 8%
- Fewer than 500 18%

Functional Role

Manager/Supervisor 42%
Analyst 30%
Officer 29%

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.
2022 Editorial Calendar

March 2022 - Annual Buyers Guide
THEME: HCM Strategy & Roadmaps / Project Management
PLUS the Annual Buyers Guide
Advertising Materials Deadline: January 31, 2022

June 2022
THEME: Workforce & Behavioral Analytics / Workforce Planning
PLUS Buyers Guide
Advertising Materials Deadline: April 30, 2022

September 2022 - Mid-Year Buyers Guide
THEME: Data Privacy / Regulatory Compliance
PLUS Mid-Year Buyers Guide
Advertising Materials Deadline: July 31, 2022

December 2022
THEME: Digital Employee Experience (DEX) / HR Service Delivery
PLUS Buyers Guide
Advertising Materials Deadline: October 31, 2022

For editorial submissions, please email Tom Faulkner, TomF@FuturaPublishing.com.
For advertising information and strategic partnerships with IHRIM, contact Dr. Dennis Hill at Partnerships@IHRIM.org.
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.
8. IHRIM and its agents reserve the right to require payment to cover returned checks made by cashier’s check or money order.
9. 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.
10. 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.
11. IHRIM reserves the right to add a postage and handling charge for product orders.

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