

# HR Now

The seal of the New York State Society for Human Resource Management is circular and features a central sun with rays, flanked by two figures in traditional attire. Below the sun are two sailing ships on a body of water. The entire scene is enclosed within a decorative border.

The Official Publication of the New York State Society for Human Resource Management

## ADVERTISEMENT OPPORTUNITY!

### **Business-to-Business Marketing That Moves Products and Services**

*HR Now* is the award-winning, premier professional publication for the New York State Society of Human Resource Management.

As the official publication for the New York State SHRM, *HR Now* reflects the industry's highest standards and reinforces the organization's high caliber image.

## Cutting-edge editorial content

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*HR Now* offers clear, sophisticated, up-to-date, comprehensive but concise information about strategies, methods, and techniques that readers can apply immediately in their own organizations.

In articles written by the most authoritative practitioners and consultants in the field, *HR Now* covers a broad range of subjects, including the following:

- Insurance, Group Benefits and Retirement Planning
- Training Concerns and Ideas
- Compliance and Regulatory Issues
- Health Related Topics
- Workplace Diversity
- Local Chapter News and Events
- Legislative and Legal Updates
- Conventions and Educational Seminars Notices
- Technology
- Communication Concerns
- Leadership
- Exit Interviews
- Emergency and Crisis Management
- Morale Issues

## Readers want competitive advantage

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*HR Now* serves the membership and prospective members of the New York State Society of Human Resource Management. *HR Now* is published two times each year and the readership is roughly 15,000 each issue.

*HR Now* readers are among the most successful HR professionals within the state of New York. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology, and other resources that can help them improve their performance, recruit and retain quality employees for their organizations, which in turn promotes their companies and provides that sought after competitive edge.

Our readers represent companies of all sizes within the state of New York. This is your opportunity to reach the niche market that New York State SHRM provides.

## 2010 Publication & Advertising Schedule

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Issue	Ad Artwork Due	Mail Date
Spring 2010	April 21, 2010	May 28, 2010
Fall 2010	October 1, 2010	November 15, 2010

## 2010 Advertising Rates

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Size	2 Issues (Full Color)
Full Page	\$3,695. <sup>00</sup>
1/2 Page	\$2,833. <sup>00</sup>
1/4 Page	\$2,188. <sup>00</sup>
Page 3	\$3,945. <sup>00</sup>
Inside Front/Back Covers	\$3,945. <sup>00</sup>
Outside Back Cover	\$4,195. <sup>00</sup>

- All color is process color | Ad rates are net  
Centerfold Available (call for ad rates)

## Design Information

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All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available \$250.

## AD Specifications (Width X Height)

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*Inside Front/Back Cover:	8.5" X 11"
*Full Page Ads:	8.5" X 11"
1/2 Page Ads:	7.5" X 4.75"
1/4 page Ads:	3.625" X 4.75"

\*Outside Back Cover: 8.5" X 8.5"

\*for bleed add .125" on all sides

# HRNow



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- In a survey conducted by the American Business Media, trade journals such as *HR Now*, earned a very high “Media Credibility Index” of 350 from the survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers, decision-makers, owners and high-level management. Research shows that specialized business publications, like *HR Now*, are leaders in convenience, credibility, objectivity and valued, relevant educational editorial.
- Ads in specialized business publications, such as *HR Now*, are considered “useful” or “very useful” more than 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications received a 4.0 from business decision-makers who were asked to choose the “most informative” medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2% calling the trade press “highly objective” or “somewhat objective.”
- Advertising in *HR Now* is an extraordinary way to reach a very targeted and elite business market.
- Cost per contact in *HR Now* is less than 71 cents on average.
- A recent Survey conducted by the association found that nearly 80% of members report trading *HR Now* and 75% say they remember the advertisements.

## QUESTIONS?

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