

WORKFORCE • SOLUTIONS

REVIEW

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

IHRIM.ORG



IHRIM



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



2021 Media Kit and Editorial Calendar

Meeting your marketing goals is easy!

- **Workforce Solutions Review (WSR) 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. WSR is the only peer-reviewed publication in the HR industry focused exclusively on the multidisciplinary needs of HR technology management professionals.
- **Position your company as a leader in the industry.** When you advertise in WSR, you'll be reaching workforce technology and management practitioners, thought leaders, and decision-makers. 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
2-Page Center Spread	\$2400	\$2000
4-Page Center Spread	\$4800	\$4000
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
2-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 2021	01/15/21	01/31/21
June 2021	04/15/21	04/30/21
September 2021	07/15/21	07/31/21
December 2020	10/15/21	10/31/21

Material Requirements

DIGITAL ASSET REQUIREMENTS

High resolution files should be provided as:

- 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/zipped)

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

REVIEW

Buyer's Guides

The IHRIM Buyer's Guide appears in each issue of Workforce Solutions Review magazine. Guides are an effective platform to market your company's products and services to the HR technology community at a very reasonable rate.

Buyer's Guides feature HR specialty categories such as: HR Service Delivery, Talent Management/ Workforce Planning, HR Outsourcing, Compensation/Benefits, and more.

Buyer's Guides are organized alphabetically by Company Name and by selected Categories.

Basic listing includes one 50-word company/product description and one category choice.

Company logo insertion and additional categories are available at a special discounted rate.

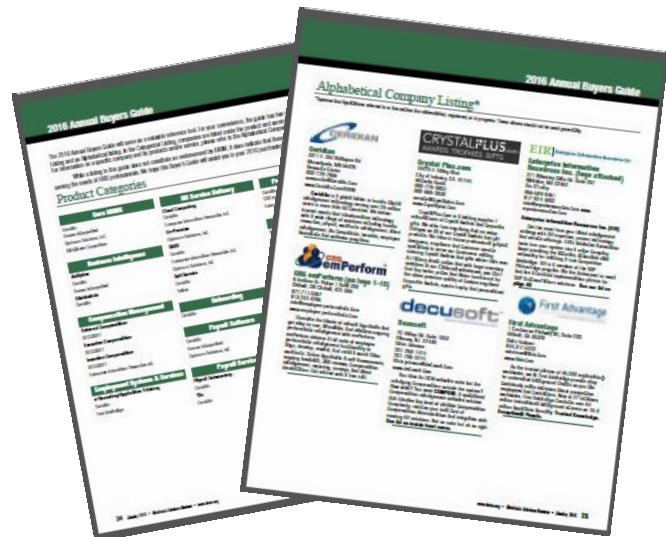
Buyer's Guide Rates

50-word listing/category	\$400 each
Additional 50-word listing	\$300 each
Name-Only Listing/Category	\$200 each
4-Color logo	\$250 each
Additional categories	\$ 35 each

Mechanical Requirements

Buyer's 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 Buyer's Guides

Reach HR technology decision-makers efficiently and cost-effectively with your listing on IHRIM.org. The Online Buyer's Guide **offers 22 category choices plus subcategories** that help users target searches for your product or services.

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

Reprints made for your company can maximize your marketing impact in follow-up print and digital promotions. 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 the highest quality 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 and suitable for commercial printing, mailing and emailing.

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

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.

Monthly Frequency	1x	6x	12x
Home Page Banner	\$1000	\$750	\$500
Side Bar Banner	\$ 750	\$500	\$350

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 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



EXCLUSIVE MARKETING OPPORTUNITY - **NEW!**

Be an Exclusive WSR Issue Sponsor* and receive:

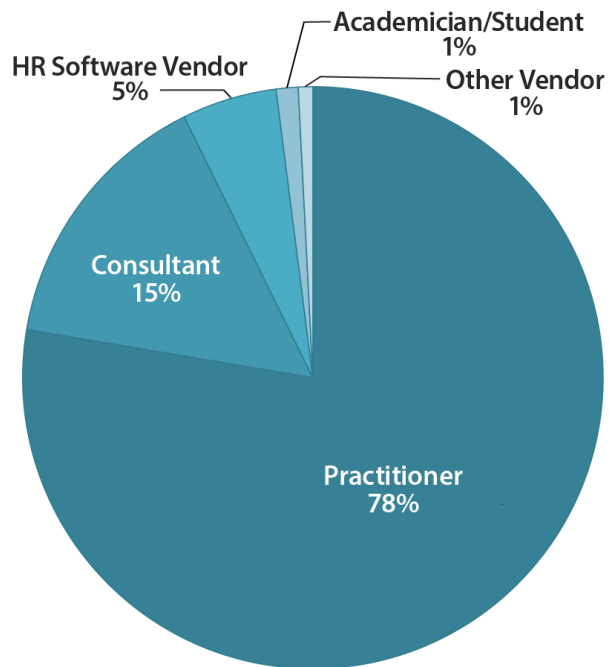
- Two facing full color pages in the center of the magazine. These should be in an "Advertorial-style" format and can describe your products, services, and general company information. We can design the pages for you with information you provide – or you can provide the pages already designed in PDF 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."

1	Issue Sponsorship	\$2,500
2-3	Issues Sponsorship	\$2,250 per issue
4	Issues Sponsorship	\$1,800 per issue

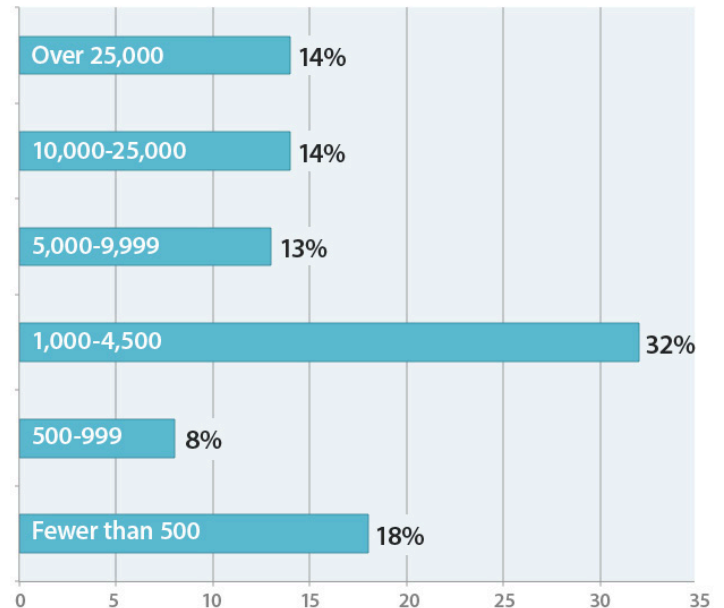
*limited to one sponsor per issue

READERS DEMOGRAPHIC PROFILE

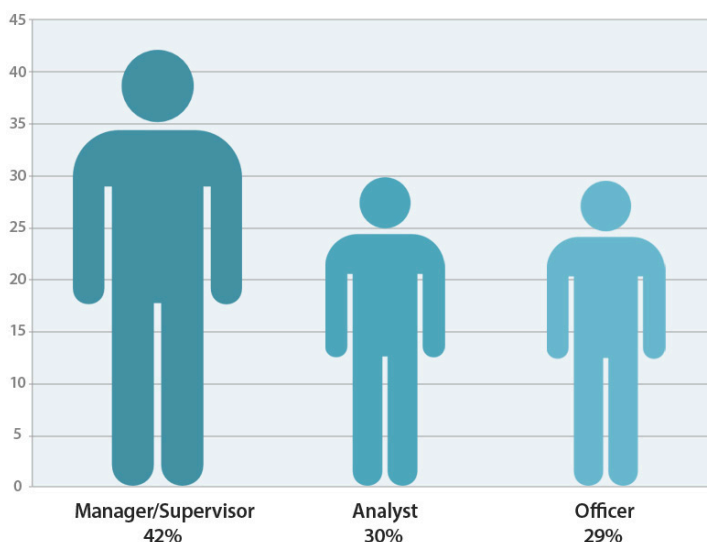
Job Category



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

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2021 Editorial Calendar

March 2021 - Annual Buyers Guide

THEME: Technology Trends / Disrupters / Industry Insights

PLUS the Annual Buyer's Guide

Advertising Materials Deadline: January 31, 2021

June 2021

THEME: HCM Strategy & Roadmaps / Project Management

PLUS Buyer's Guide

Advertising Materials Deadline: April 30, 2021

September 2021 - Mid-Year Buyers Guide

THEME: AI / Predictive Analytics

PLUS Mid-Year Buyer's Guide

Advertising Materials Deadline: July 31, 2021

December 2021

THEME: Digital Employee Experience (DEX) / HR Service Delivery

PLUS Buyer's Guide

Advertising Materials Deadline: October 31, 2021

For editorial submissions, please email Tom Faulkner, tomf@futurapublishing.com.

For advertising information, email us at Advertising@IHRIM.org.

For 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.

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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ADVERTISING

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