

KENTUCKY SHRMSM



media kit

Kentucky SHRM - the organization

Kentucky SHRM is the state affiliate for the Society for Human Resource Management (SHRM). We represent the interests of Human Resource professionals in Kentucky who are members of local SHRM affiliated chapters or at-large SHRM members.

On the state level, **Kentucky SHRM** state council is comprised of over 30 leaders who give their time and expertise to provide the tools, education, and information that are essential for human resource professionals to develop and implement organizational strategy that contributes to the bottom-line and success of our businesses. Kentucky SHRM is involved in many initiatives that advance the human resource profession and support the human resource professional.

Engaging People

Kentucky SHRM promotes and supports ongoing networking and educational opportunities to engage HR professionals. Chapter membership provides valuable on-going resources for networking, learning, and leadership opportunities. Our members actively participate in our initiatives and have a voice in the human resources issues that shape our future. There are thirteen local chapters throughout the Commonwealth and all of our chapter presidents are also on the State Council.

Leading Organizations

Kentucky SHRM and our local chapters provide leadership and skill development opportunities to help HR professionals effectively and successfully lead their companies. The Annual **Kentucky SHRM** Conference is a three-day event offering over forty educational sessions. Join us September 16 - 19, 2009.

Kentucky SHRM Leadership Conference is a two-day conference especially for State Council and Chapter volunteer leaders. All of our local chapters offer educational workshops at regularly scheduled chapter meetings as well as certification study groups.

Advancing Kentucky

We are actively involved in grass roots efforts to express employers' views on issues which impact business operations such as rising healthcare costs, workforce development and other legislative issues. We sponsor the Best Places to Work in Kentucky program which will ultimately make our state more effective in attracting a qualified, skilled workforce and drawing new businesses to the Commonwealth. Training and enhancing the skill sets of the next generation of human resource professionals for your workforce is vital to the strategic partnership of human resources. Coming soon will be more information about **Kentucky SHRM's** Healthcare and Workers' Compensation Committees.



Kentucky SHRM - the publication

Kentucky SHRM is the official publication for the Kentucky Society for Human Resource Management State Council representing key decision makers in HR positions throughout the state. **Kentucky SHRM** is published two times a year and mailed to over 3,500 HR professionals.

Your ad in **Kentucky SHRM** effectively reaches 100% of the SHRM members in the state and those decision makers in charge of purchasing products and services within this multi-billion dollar industry.

- **STRENGTHEN** your business relationship with today's HR leaders by advertising in Kentucky SHRM.
- **GAIN** quality access to one of the largest and fastest growing markets in the nation. 37% of members represent companies with up to 300 employees.
- **PROVIDES** news, analysis and trends that affect the numerous professionals in Kentucky's HR workforce.

Readership

Our magazine provides the latest in-depth news and information affecting human resources professionals. We reach more than 3,500 readers, including 100% of the members of the 13 SHRM chapters across Kentucky.

Kentucky SHRM tracks trends, presents new ideas and programs and monitors changes in laws so readers are kept up-to-date with the latest news in our industry. Vital issues regarding employment law, compensation and benefits training, recruiting, safety and more is presented between the covers.



SPRING 2009

Advertising Sales Close

March 11, 2009

Publication Date

April 2009

Feature

Best Practices - What are the "Next Practices" on the Horizon

In the Spotlight

Leadership Spotlight
Chapter Spotlight

FALL Pre-Conference Issue

Advertising Sales Close

July 2, 2009

Publication Date

August 2009

Features

Education
Profile of Keynote Speakers

In the Spotlight

Leadership Spotlight
Chapter Spotlight

In Every Issue

Chair's Message
Calendar of Events
PR Column
Legislative Update
Economics
Hot Topics

* Editorial content and dates subject to change.

Advertising Rates

Cover and Premium Positions *(color included)*

Size	1x	2+
Double Page Spread	\$2,399	\$2,219
Inside Front Cover	\$2,049	\$1,909
Inside Back Cover	\$1,949	\$1,819
Outside Back Cover	\$2,149	\$1,999

Other Guaranteed Positions: 15% extra



Color Rates

Size	1x	2+
Full Page	\$1,629	\$1,529
2/3 Page	\$1,459	\$1,379
1/2 Page	\$ 969	\$ 909
1/3 Page	\$ 799	\$ 749
1/4 Page	\$ 689	\$ 649



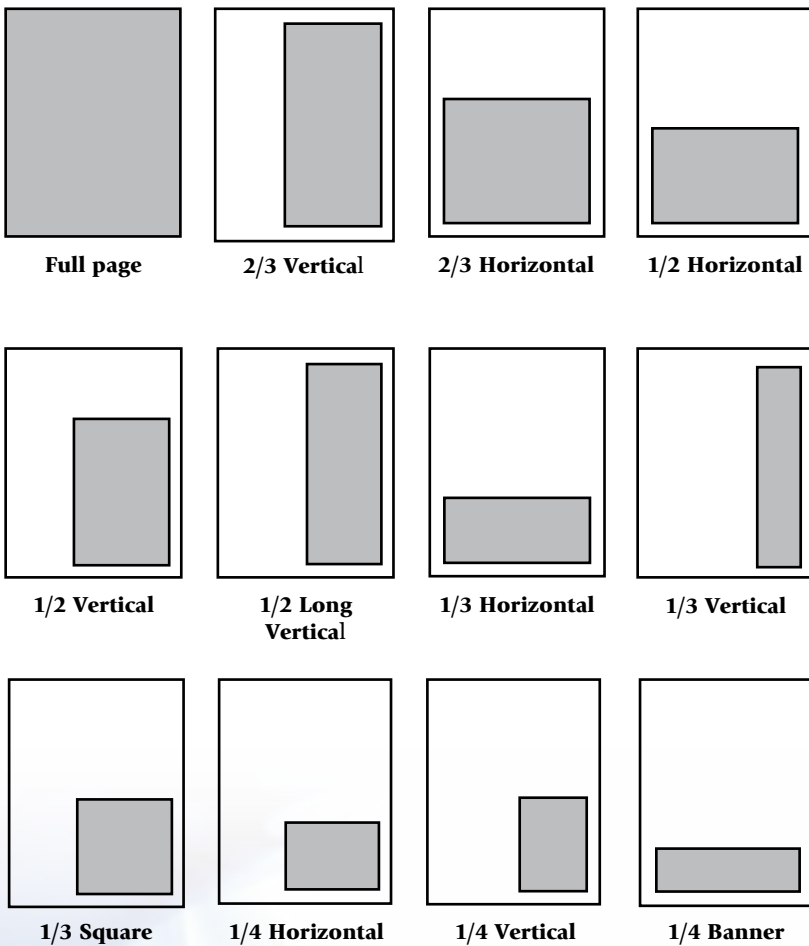
Black/White Rates

Size	1x	2+
Full Page	\$1,029	\$ 929
2/3 Page	\$ 859	\$ 779
1/2 Page	\$ 669	\$ 609
1/3 Page	\$ 499	\$ 449
1/4 Page	\$ 389	\$ 349



10% Discount for Members on the Total Purchase
Advertising Inserts: Rates on Request

Mechanical Requirements



Advertising Sizes

AD SIZE	WIDTH	DEPTH
DPS Bleed	17"	11.125"
Full Page Bleed	8.625"	11.125"
Full Page	7"	9.5"
2/3 Vertical	4.583"	9.5"
2/3 Horizontal	7"	6.333"
1/2 Horizontal	7"	4.583"
1/2 Vertical	4.583"	7"
1/2 Long Vertical	3.333"	9.5"
1/3 Horizontal	7"	3"
1/3 Vertical	2.167"	9.5"
1/3 Page Square	4.583"	4.583"
1/4 Horizontal	4.583"	3.333"
1/4 Vertical	3.333"	4.583"
1/4 Banner	7"	2.167"

Production Specifications

DIGITAL FILES: Preferred file format is Adobe PDF, provided all fonts are embedded and all color is converted to CMYK. ALL IMAGES MUST BE 300 DPI. The publisher assumes no responsibility for images provided at less than 300 dpi. Color ads should include a color proof. The publisher assumes no responsibility for ads where no proof has been provided.

DO NOT USE PICTURES FROM A WEBSITE, unless the website explicitly states that these images are intended for use in print.

Any file over 10 MB in size should be uploaded to our ftp site. Please contact your sales representative for information.

PROOFS: Any changes beyond second proof will have a surcharge of \$50 for each additional proof.

Mechanical Requirements

Size In Inches	WIDTH	DEPTH
Trim Size	8.375" x	10.875"
Live Area	7" x	9.5"
Bleed Size	8.625" x	11.125"

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