

2011 HR News Magazine Editorial Calendar

JANUARY

Using Awards and Incentives for Recruitment and Selection

Editorial deadline: 11/30/10

Ad closing: 12/03/10

FEBRUARY

Compensation and Benefits

Editorial deadline: 12/27/10

Ad closing: 01/07/11

MARCH

HR Legal Issues

Editorial deadline: 01/28/11

Ad closing: 02/04/11

APRIL

Outsourcing: The Good, the Bad and the Ugly

Editorial deadline: 02/25/11

Ad closing: 03/04/11

MAY

Highlight on Public Servants/Public Service

Editorial deadline: 03/31/11

Ad closing: 04/01/11

JUNE

Workforce Composition and Work Life Issues

Editorial deadline: 04/29/11

Ad closing: 05/06/11

JULY

Labor-Management Cooperation and Negotiating with Unions

Editorial deadline: 05/27/11

Ad closing: 06/03/11

AUGUST

How HR Adds Value/Measuring Return on Investment

Editorial deadline: 06/30/11

Ad closing: 07/08/11

SEPTEMBER

Workforce/Succession Planning and Strategic Planning

Editorial deadline: 07/29/11

Ad closing: 08/05/11

OCTOBER

HR as a Strategic Business Partner

Editorial deadline: 08/26/11

Ad closing: 09/06/11

NOVEMBER

Building Diversity

Editorial deadline: 09/30/11

Ad closing: 10/07/11

DECEMBER

Managing Conflict

Editorial deadline: 10/31/11

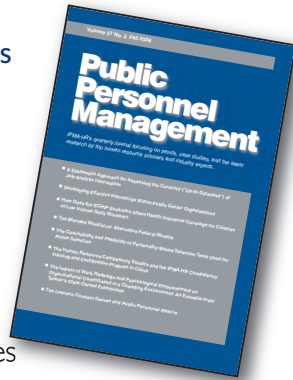
Ad closing: 11/04/11

**Subject to change*

Public Personnel Management

EDITORIAL PROFILE:

Public Personnel Management is the only periodical published specifically for human resources professionals in the public sector. Each quarterly issue contains in-depth articles on issues and trends as well as case studies and the latest research by top human resources scholars, industry experts and academics. Recent topics have included workforce planning, performance appraisal, job evaluation, mediation and management relations, affirmative action, healthcare cost containment, ROI in the public sector, women and minorities in state government agencies, recruitment and selection, and employee recognition.



CIRCULATION PROFILE:

The top 7,000 executives, managers and supervisors in the human resources field within the public sector, representing all levels of government—federal, state, city and county— across the United States and abroad. These 7,000 individuals have online access to *Public Personnel Management* as part of their IPMA-HR membership, or have chosen to subscribe to the quarterly, scholarly publication.

IPMA-HR members and subscribers to *Public Personnel Management* administer a variety of functions within the human resources field including training, EEO, benefits administration, labor negotiation, classification, compensation and outplacement.

- More than 80 percent have completed higher education curriculum—30 percent have a bachelor's degree, and an additional 50 percent have earned a master's degree.
- More than 63 percent have at least 10 or more years of experience, and 24 percent have more than 20 years of experience.

MECHANICAL REQUIREMENTS FOR ADS

Publications Size: 7" x 10" perfect bound.
Printed offset.

Electronic Art: Send by mail via CD. Or, send via e-mail as an .EPS, .TIF, PDF or native QuarkXpress file (with all fonts converted to outlines and all graphics provided). Ads must be PC-compatible.

PUBLICATION DATES

Spring: March
Summer: June
Fall: September
Winter: December

DEADLINE FOR ADVERTISEMENTS

Spring: January 15
Summer: April 15
Fall: July 15
Winter: October 15

No cancellations accepted after the camera-ready art due dates above.

2010 *Public Personnel Management* Display Rates and Specifications

| | 1x | 2x | 3x | 4x |
|----------------------|--------|-------|-------|-------|
| B&W | | | | |
| Full Page 6" x 9" | \$1000 | \$950 | \$925 | \$900 |
| Half Page 6" x 4" | \$650 | \$600 | \$575 | \$560 |

Frequency rates are determined by the number of insertions within any 12-month period.

EDITORIAL PROFILE:

IPMA-HR's *HR News* is a 44-page 8.5" x 11" monthly magazine, and an exclusive benefit for members of the International Public Management Association for Human Resources (IPMA-HR). *HR News* brings the latest news and developments in the public sector human resources market to more than 7,000 top executives, managers, supervisors and professionals. It's the information source that human resources experts rely on to keep up-to-date on current and pending legislation, regulations, recent court decisions and the latest trends in the human resources field. Each issue also features in-depth analyses of hot topics and issues of interest to HR professionals, and a listing of the latest job opportunities and information on association activities, new products and services.



CIRCULATION PROFILE:

The top 7,000 executives, managers and supervisors within all levels of government—federal, state, city and county—in the United States and abroad. These managers are responsible for administering a wide variety of functions including recruitment, assessment, training, EEO, benefits administration, labor negotiation, classification, compensation and outplacement. *HR News* is mailed to all IPMA-HR members as a membership benefit. Members also receive online access to *HR News* magazine.

MECHANICAL REQUIREMENTS FOR ADS

Electronic Art: Send by mail via CD. Or, send via e-mail as an .EPS, .TIF, PDF or native QuarkXpress file (with all fonts converted to outlines and all graphics provided). Two color ads must use PMS 3005 and black.

PUBLICATION DATES AND CLOSINGS

Published monthly. Space reservations and digital artwork are due by the date indicated on the 2010 *HR News* magazine Editorial Calendar.

MECHANICAL SPECIFICATIONS

Full Page

| | |
|--------------------|----------------|
| Trim Size | 8.5" x 11" |
| Bleed Size | 8.75" x 11.25" |
| Live Area per Page | 7.75" x 10.25" |

Spread

| | |
|--------------------|-----------------|
| Trim Size | 17" x 11" |
| Bleed Size | 17.25" x 11.25" |
| Live Area per Page | 7.75" x 10.25" |

AD SIZES

| | |
|---------------------------|-----------------|
| 2-Page Spread | 16.25" x 10.25" |
| 2-Page Spread with Bleeds | 17.25" x 11.25" |
| Full Page | 7.75" x 10.25" |
| Full Page with Bleeds | 8.75" x 11.25" |
| 1/2 Horizontal | 7.75" x 5" |
| 1/2 Vertical | 3.75" x 10.25" |
| 1/4 Page | 3.75" x 5" |
| Products & Services | 1.75" x 1.75" |

Note: Include 1/8" bleed on top, bottom and outside of each page. Keep important text and images 1/4" away from the gutter.

2011 HR News Magazine Rates

| | 1x | 3x | 6x | 12x |
|------------------------|--------|--------|--------|--------|
| 4-Color Process | | | | |
| 2-Page Spread | \$3700 | \$3520 | \$3333 | \$3157 |
| Full Page | \$2316 | \$2200 | \$2084 | \$1973 |
| 1/2 Horizontal | \$1698 | \$1613 | \$1532 | \$1454 |
| 1/2 Vertical | \$1698 | \$1613 | \$1532 | \$1454 |
| 1/4 Vertical | \$1361 | \$1291 | \$1225 | \$1162 |
| Prod & Svcs | \$680 | \$645 | \$612 | \$580 |
| Cover 2 | \$2775 | | | |
| Cover 3 | \$2775 | | | |
| Cover 4 | \$3009 | | | |

| | 1x | 3x | 6x | 12x |
|-----------------|--------|--------|--------|--------|
| 2-Color* | | | | |
| Full Page | \$1913 | \$1815 | \$1722 | \$1634 |
| 1/2 Horizontal | \$1337 | \$1269 | \$1204 | \$1142 |
| 1/2 Vertical | \$1337 | \$1269 | \$1204 | \$1142 |
| 1/4 Vertical | \$1068 | \$1014 | \$962 | \$914 |
| Prod & Svcs | \$534 | \$506 | \$480 | \$455 |

Guaranteed positions, add 20% to space costs. All rates are net.

*PMS 3005 and Black

