



CONNECT with your
POTENTIAL BUYERS ...
CONNECT
with **IPMA-HR.**

The **International Public Management Association for Human Resources (IPMA-HR)** is the leading public sector human resource organization in the world.

We represent the interests of human resource professionals at all levels and strive to promote excellence in HR management.

2020 *HR Bulletin* E-Newsletter

Reach More Than 8,500 Public Human Resources Professionals Every Week!

IPMA-HR members and subscribers read *HR Bulletin* each week to learn about policies, practices and research that affect them as government, public safety and public education HR professionals.

E-NEWSLETTER AD SPECIFICATIONS

1. Leaderboard Banner

600 x 75 Pixels

\$3,500/Quarter

2. Lower Leaderboard

600 x 70 Pixels

\$3,250/Quarter

3. Top Banner

600 x 60 Pixels

\$3,000/Quarter

4. Body Banner

600 x 60 Pixels

\$3,000/Quarter

5. Product Showcase

175 x 125 Pixels (3 Available)

5-Word Headline and 50-Word Description

\$2,500/Quarter

6. Bottom Banner

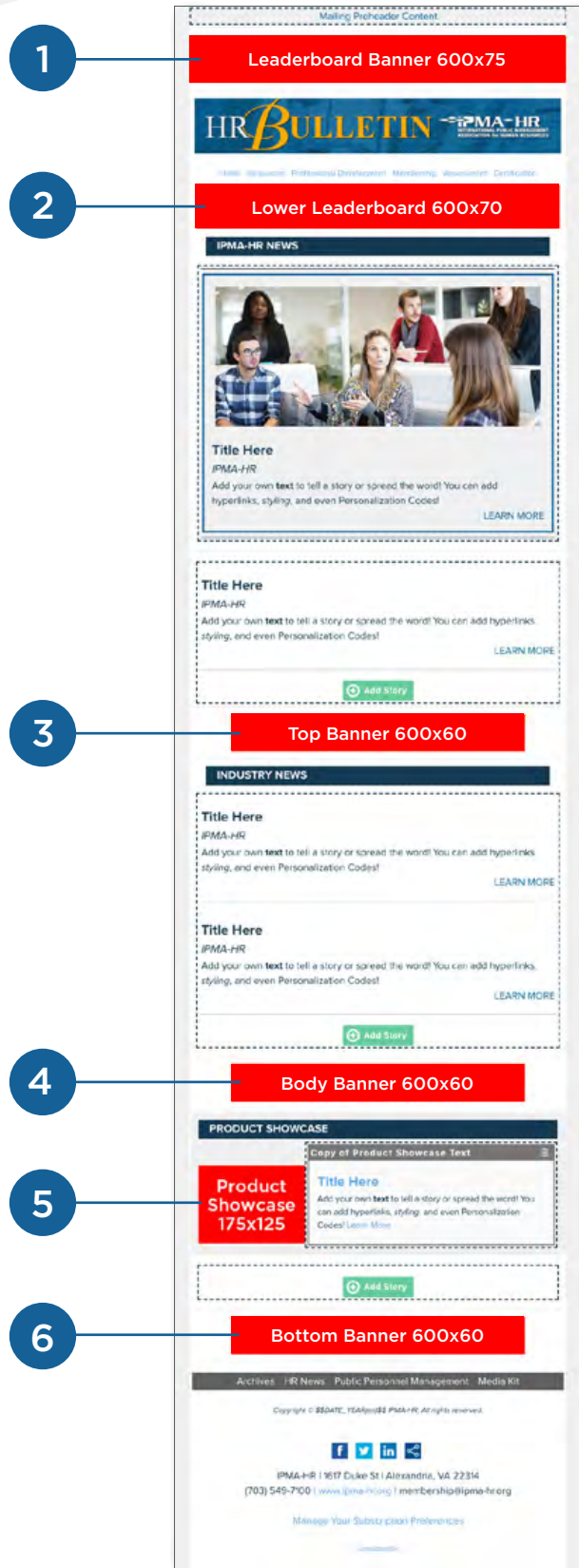
600 x 60 Pixels

\$2,000/Quarter

Ad rates reflect a quarterly price, or 13 weekly emails over a 90-day period. All positions are available on a first-come, first-served basis.

Need Help With Ad Design?

Our graphic services are included.



2020 IPMA-HR Website

Communicate Directly With
Public Sector HR Leaders!

As a top online destination for government, public safety and public education HR managers, the Association's website puts your products and services directly in front of your best clients.

WEB AD SPECIFICATIONS

A. Website Banner

728 x 90 Pixels
Run of site
10 Placements Available
\$3,500

B. Box Banners

300 x 250 Pixels
On most pages
10 Placements Available
Included with leaderboard purchase

Ad rates reflect a quarterly price, or 13 weeks over a 90-period. All positions are available on a first-come, first-served basis.

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A



B

Box Banner
300x250

Box Banner
300x250

2020 *HR* News Magazine Editorial Calendar

JANUARY

Employee Well-Being & Wellness

Editorial deadline: November 15, 2019

Ad closing: November 29, 2019

FEBRUARY

Workforce & Succession Planning

Editorial deadline: December 20, 2019

Ad closing: December 31, 2019

MARCH

Pay & Compensation

Editorial deadline: January 24, 2020

Ad closing: January 31, 2020

APRIL

Recruiting & Retaining Public Safety Employees

Editorial deadline: February 21, 2020

Ad closing: February 28, 2020

MAY

Talent Management and Acquisition

Editorial deadline: March 20, 2020

Ad closing: March 31, 2020

JUNE

Employee Engagement

Editorial deadline: April 24, 2020

Ad closing: April 30, 2020

JULY

Workplace Safety & Cybersecurity

Editorial deadline: May 22, 2020

Ad closing: May 29, 2020

AUGUST

Change Management

Editorial deadline: June 26, 2020

Ad closing: June 30, 2020

SEPTEMBER

Creating & Maintaining a Healthy Work Environment

Editorial deadline: July 24, 2020

Ad closing: July 31, 2020

OCTOBER

Competitive & Affordable Health Care and Employee Benefits

Editorial deadline: August 26, 2020

Ad closing: August 31, 2020

NOVEMBER

Labor & Employee Relations

Editorial deadline: September 25, 2020

Ad closing: September 30, 2020

DECEMBER

Diversity, Equity & Inclusion

Editorial deadline: October 23, 2020

Ad closing: October 30, 2020

HR News Magazine

PRINT AD SPECIFICATIONS

All ads must be CMYK and at least 300 dpi.

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 Page Horizontal	7.75" x 5"
1/2 Page Vertical	3.75" x 10.25"
1/4 Page Vertical	3.75" x 5"
Products & Services	1.75" x 1.75"

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

CLOSING DATES

Placement reservations and digital artwork are due by the date indicated on the 2020 *HR News* Magazine Editorial Calendar.

Send art via email as a PDF, EPS or TIF.

WHAT'S IN THE MAGAZINE

HR News is a 32-page 8.5" x 11" monthly magazine and an exclusive benefit for IPMA-HR members.

Each issue mails to approximately 7,000 public sector human resource executives, managers, supervisors and professionals. Association members also enjoy access to an online archive of *HR News* issues.

Readers receive news and insights on HR trends and innovations, current and pending legislation and regulations affecting personnel management, and summaries of recent court decisions on employees' rights and employers' protections.

WHO READS THE MAGAZINE

The readership of *HR News* includes federal, state, city and county government human resource leaders and staffers in the United States and several other countries. The magazine is also read by HR specialists in law enforcement, public safety and public education.

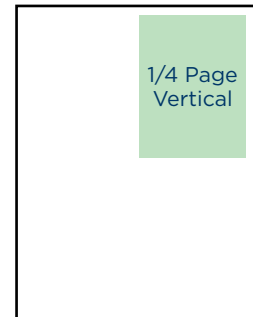
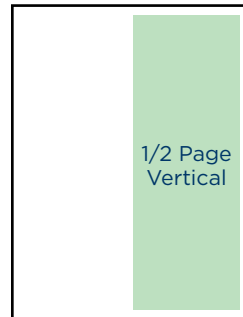
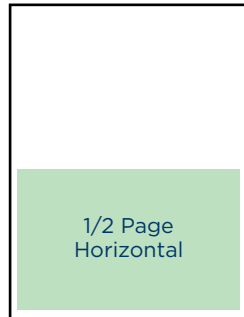
Top concerns for *HR News* readers include job candidate recruitment and hiring, performance assessment, employee and management training, equal opportunity, civil rights compliance, benefits administration, collective bargaining, employee classification, compensation and outplacement.



2020 *HR News Magazine* Rates

4 COLOR PROCESS				
	1x	3x	6x	12x
2-Page Spread	\$3,700	\$3,520	\$3,333	\$3,157
Full Page	\$2,316	\$2,200	\$2,084	\$1,973
1/2 Page Horizontal	\$1,698	\$1,613	\$1,532	\$1,454
1/2 Page Vertical	\$1,698	\$1,613	\$1,532	\$1,454
1/4 Page Vertical	\$1,361	\$1,291	\$1,225	\$1,162
Products & Services	\$680	\$645	\$612	\$580
Cover 2	\$2,775			\$2,500
Cover 3	\$2,775			\$2,500
Cover 4	\$3,009			\$2,900

To guarantee a position, add 20% to space costs. All rates are net.



For further information regarding *HR Bulletin* and *HR News* advertising, contact
Ed Lamb | elamb@ipma-hr.org

Digital & Print Deals

Ensure maximum exposure for a minimal investment in magazine advertising.

2020 HR BULLETIN E-NEWSLETTER AD WITH A FULL-PAGE HR NEWS MAGAZINE AD						
	3 Months Bulletin & 1 Month Magazine	3 Months Bulletin & 3 Months Magazine*	6 Months Bulletin & 3 Months Magazine	6 Months Bulletin & 6 Months Magazine	12 Months Bulletin & 6 Months Magazine	12 Months Bulletin & 12 Months Magazine
Leaderboard Banner	\$4,264	\$5,792	\$9,292	\$11,584	\$18,584	\$23,168
Lower Leaderboard	\$4,014	\$5,542	\$8,792	\$11,084	\$17,584	\$22,168
Top Banner	\$3,764	\$5,292	\$8,292	\$10,584	\$16,584	\$21,168
Body Banner	\$3,764	\$5,292	\$8,292	\$10,584	\$16,584	\$21,168
Product Showcase	\$3,264	\$4,792	\$7,292	\$9,584	\$14,584	\$19,168
Bottom Banner	\$2,764	\$4,292	\$6,292	\$8,584	\$12,584	\$17,168

2020 WEBSITE AD WITH A FULL-PAGE HR NEWS MAGAZINE AD				
	With 1 Month Magazine	With 3 Months Magazine*	With 6 Months Magazine	With 12 Months Magazine
Quarterly Website Banner	\$5,764	\$7,292	\$9,584	\$14,168
Quarterly Box Banners	\$4,264	\$5,792	\$8,084	\$12,668

For further information regarding *HR Bulletin* and *HR News* advertising, contact
Ed Lamb | elamb@ipma-hr.org

2020 HR News Advertising Insertion Order



CONTACT INFORMATION

ORGANIZATION

CONTACT NAME

STREET ADDRESS

CITY

STATE

ZIP CODE

PHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

PAYMENT INFORMATION

My check is enclosed.

Please bill my credit card:

MasterCard Visa

CREDIT CARD NUMBER

EXP DATE (MM/YY)

NAME ON CARD

SIGNATURE

Please bill me for the entire schedule.

Please bill me monthly.

ADVERTISING AGREEMENT

By signing this form, I agree to the following:

- Ads will be presented camera-ready, or electronically, as specified by IPMA-HR.
- Ad placement is to be determined by editor.
- Publisher is not responsible for lost or damaged artwork furnished by the advertiser.
- Publisher reserves the right to reject or discontinue advertising.
- Payment is due upon receipt.
- IPMA-HR reserves the right to increase advertising rates for the next year. Advertisers will be given 30 days notice of rate increases.
- Advertising rates apply only to the current year.
- Advertiser agrees to pay as per advertising insertion order agreement.

SIGNATURE

DATE (MM/DD/YYYY)

RETURN THIS FORM TO:

IPMA-HR Publications

1617 Duke Street

Alexandria, VA 22314

PHONE: (703) 549-7100 | FAX: (703) 684-0948

E-MAIL: elamb@ipma-hr.org

WEBSITE: www.ipma-hr.org

HR NEWS

ISSUE DATE/MONTH	SIZE	FREQUENCY	4-COLOR	COST PER INSERTION	TOTAL