CMSAtoday
THE OFFICIAL VOICE OF THE CASE MANAGEMENT SOCIETY OF AMERICA

Media Planner

CONNECT DIRECTLY
WITH KEY DECISION MAKERS AND INFLUENTIAL BUYERS IN THE CASE MANAGEMENT INDUSTRY

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Project Leader
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(352) 333-3356

NAYLOR ASSOCIATION SOLUTIONS
Product Menu

When you participate in CMSA Today you connect directly with key decision makers and influential buyers in the case management industry. Brand your business with CMSA Today!

CMSA Today Magazine
Archives: www.cmsatoday.com
CMSA Today delivers important news and information direct from the Case Management Society of America. CMSA Today is published digitally eight times per year, with four issues available in print as well.

CMSA Today Educational Advertorial Email
Archives: www.naylornetwork.com/CMS-advertorial
Delivered to the email addresses of all subscribers, the educational advertorial emails allow advertisers to provide information about their products or services while discussing topics relevant to case managers. Available to Silver, Gold, Platinum, or Diamond Corporate Partners only.

CMSA Today Website
Visitors log on to www.cmsatoday.com to view the latest issues of CMSA Today and search the CMSA Today eNewsletter archives.

CMSA Today eNewsletter
Archives: www.naylornetwork.com/cmsatoday
Delivered directly to more than 19,000 inboxes, our monthly interactive eNewsletter provides updates on association and industry news, events, and more.

CMSA Conference Daily eNewsletter
Archives: www.naylornetwork.com/cms-nwl
Prepared especially for CMSA’s 2019 Conference and Expo, the CMSA Conference Daily eNewsletter will be emailed to subscribed attendees each morning of the conference to provide timely updates and news about the show.

CMSA Website
Archives: www.cmsa.org
Visitors visit www.cmsa.org to view the latest information about the case management industry.
About CMSA

The Case Management Society of America (CMSA) is the leading non-profit association dedicated to the support and development of the case management profession. CMSA serves its members and subscribers through educational forums, networking opportunities, legislative advocacy, and establishing standards to advance the profession.

CMSA Membership Spans Across the Healthcare Industry

- Healthcare professionals including case managers, nurses, physicians, pharmacists, social workers, LPNs, and military personnel
- Company members representing insurance companies, hospitals, health service providers, management companies, and rehabilitation services
- Corporate partners including MedImmune - Specialty Care Division of Amramp, Coram CVS/Specialty Infusion Services, GlaxoSmithKline, and Boehringer-Ingelheim Pharmaceuticals, Inc.
- International members that span across the world
- Students who are interested in learning more about case management

CMSA by the Numbers

- Nearly 25,000 subscribers including approximately 8,000 members
- 75 geographic chapters with international exposure
- 65% of CMSA members have been in the case management industry for more than 10 years
- 53% of CMSA members have been in the industry for over 30 years
- One of the largest LinkedIn case management communities with more than 16,500 members
## Content Calendar**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER FEATURES</th>
<th>Space Deadline</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue 1*</td>
<td>CHAPTER, RESEARCH, PROCESS IMPROVEMENT</td>
<td>11/9/2018</td>
<td>11/14/2018</td>
</tr>
<tr>
<td>Issue 2</td>
<td>INTEGRATED CASE MANAGEMENT</td>
<td>1/7/2019</td>
<td>1/9/2019</td>
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<tr>
<td>Issue 3*</td>
<td>HEART FAILURE</td>
<td>2/6/2019</td>
<td>2/8/2019</td>
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<tr>
<td>Issue 5*</td>
<td>END STAGE RENAL DISEASE</td>
<td>5/7/2019</td>
<td>5/9/2019</td>
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<tr>
<td>Issue 6</td>
<td>OPIOID EPIDEMIC</td>
<td>7/3/2019</td>
<td>7/8/2019</td>
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<td>Issue 7*</td>
<td>COMPLEX CASE MANAGEMENT (RESISTANCE, ADHERENCE)</td>
<td>8/8/2019</td>
<td>8/12/2019</td>
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<tr>
<td>Issue 8</td>
<td>DVT/PT/BLOOD</td>
<td>10/3/2019</td>
<td>10/7/2019</td>
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</table>

**IN EVERY ISSUE:**
- President’s Letter
- Association News
- Index of Advertisers/Advertiser.com
- CMSA Corporate Partners
- Cultural Diversity

*Denotes a digital-only issue.

**The editorial calendar is tentative and subject to change without notice.
CMSA Today delivers important news and information direct from the Case Management Society of America. Each edition of the magazine will be archived in an online database for research and reference around the clock. CMSA Today is published digitally eight times per year, with four of the issues available in print as well.

### FULL COLOR RATES

<table>
<thead>
<tr>
<th></th>
<th>1-2 X</th>
<th>3-4 X</th>
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<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$4,899.50</td>
<td>$3,919.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$3,769.50</td>
<td>$3,129.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
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<td>$2,929.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,219.50</td>
<td>$2,579.50</td>
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<tr>
<td>2/3 page</td>
<td>$2,789.50</td>
<td>$2,229.50</td>
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<td>1/2 page</td>
<td>$2,049.50</td>
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<td>1/3 page</td>
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<tr>
<td>1/4 page</td>
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### BLACK-AND-WHITE RATES

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<tr>
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<th>1-2 X</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,229.50</td>
<td>$1,779.50</td>
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<tr>
<td>2/3 page</td>
<td>$1,929.50</td>
<td>$1,539.50</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,419.50</td>
<td>$1,139.50</td>
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<tr>
<td>1/3 page</td>
<td>$1,069.50</td>
<td>$859.50</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$809.50</td>
<td>$649.50</td>
</tr>
</tbody>
</table>

- Reserve your space in all four print issues and receive free ads of equal of size in the four digital issues.
- All rates include a direct link from your company’s ad to your website in the digital edition of CMSA Today.
- 5% discount for exhibitors.
- 10% discount for corporate partners.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.
CMSA Today is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

**Formats Available to Readers:**

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

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**In-Magazine Digital Options**

(HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $2,000**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $2,299.50**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert**

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- **Insert | $1,250**

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Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit:

www.naylor.com/onlinespecs
Advertising on the CMSA Today website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.cmsatoday.com to view the latest issues of CMSA Today, and search the CMSA Today eNewsletter archives. Features of CMSA Today website advertising:

- Cross-promoted in other CMSA publications and communication pieces.
- Directs visitors to the landing page of your choice to expedite purchases.
- Year-round visibility reinforces brand recognition.
- Allows dynamic, time-sensitive promotion.

On average, CMSA Today Website receives:
- More than 3,700 page views per month
*Traffic Statistics from 05/2018 - 11/2018

### Horizontal Banner
This highly visible spot located at the top of the page will be limited to three advertisers that will rotate throughout the website. Only three spots are available.

- 12 Months | $2,215
- 6 Months | $1,250

### Rectangle Ad
Two rectangle ads will rotate with three ads on the home page and the sub pages, having complete run-of-site and expanding your exposure to site visitors. Six total spots available.

- 12 Months | $1,750
- 6 Months | $900

For more information, visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Advertising on the CMSA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors visit www.cmsa.org to view the latest information about the case management industry. Features of CMSA website advertising:

- Cross-promoted in other CMSA publications and communication pieces.
- Directs visitors to the landing page of your choice to expedite purchases.
- Year-round visibility reinforces brand recognition.
- Allows dynamic, time-sensitive promotion.

On average, CMSA Website receives:
- More than 10,800 unique visitors per month
- More than 36,100 page views per month

*Traffic statistics from 05/2018 - 11/2018

1 Square Tiles (200 x 200 pixels)
Two square ads will rotate with four ads per tile on the home page and the sub pages, having complete run-of-site and expanding your exposure to site visitors. Eight total spots available.

12 Months | $5,950

For more information, visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
THOUGHT LEADERSHIP & CONTENT MARKETING OPPORTUNITIES

Position your company as a thought leader and solution provider in the industry!

By including your thought leadership piece in *CMSA Today* magazine, you can educate CMSA members regarding the benefits of using a product or service similar to what you provide, while also improving the credibility of your company with case management professionals in the health care industry.

Draw attention to a recent research study, infographic, white paper or in-depth blog post by publishing its executive summary in *CMSA Today*.

### Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>$4,899.50</td>
</tr>
<tr>
<td>Includes one full page of editorial and one full-page ad</td>
<td></td>
</tr>
<tr>
<td>One Page</td>
<td>$3,219.50</td>
</tr>
<tr>
<td>Includes one full page of editorial</td>
<td></td>
</tr>
</tbody>
</table>

Below are the guiding principles for your thought leadership piece.

- Content should be educational in nature and solution-based, geared to solving a common problem or need a case management professional would experience. The educational content should not promote the company’s product or service but rather communicate best practices that would allow case management professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which the case management professional would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- CMSA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Distributed monthly to more than 17,000 members and subscribers, the CMSA Today eNewsletter covers the most up-to-date topics, news highlights, and issues affecting case managers. Features include current events, professional development opportunities, member news, commentaries, and short articles of interest to case management professionals.

A limited number of advertisers in each issue ensures maximum exposure to CMSA members. Your ad can be linked directly to your company’s website, online product information, or any other landing page of your choice.

Benefits of Advertising:

- Frequently forwarded to others.
- Generate an immediate response from viewers.
- Direct clients to the landing page of your choice — readers can buy any time.
- Great way to promote time-sensitive offers or events — artwork can be switched out each issue.

**Average Total Opens per Issue: 5,486**
*traffic numbers as of October 2018*

1. **Rectangles (300 x 250 pixels)**
   - Maximum six rectangle ads per issue in rows of two (only one advertiser per position).
   - 12 Months | $5,950

2. **Top Sponsored Content (180 x 150 pixels)**
   - 12 Months | $6,250

3. **Bottom Sponsored Content (180 x 150 pixels)**
   - 12 Months | $5,750

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
CMSAtoday

Educational Advertorial Email

The sponsored email blast is a highly visible, exclusive opportunity for you to educate CMSA readers regarding the benefits of using a product or service similar to what you provide. Its intent is to position your company as a thought leader and solution provider in the industry—solving common needs of case managers.

CMSA will send the email out to all recipients in its database on behalf of the Corporate Partner. Below are the guiding principles for the email.

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**Step 1: Develop educational content as outlined above (should consume the majority of your messaging)**
- FAQs and answers, and myth-busting
- Newsworthy articles related to case management
- Conveying the usefulness/need for products or services in an independent manner
- Continuing education opportunities
- Checklists, reference guides

**Step 2: Include or outline helpful resources/tools available from your company**
- About your company and its products or services
- Whitepapers
- Downloadable patient brochures and case studies
- Informational DVDs or mailings
- User testimonials

**Step 3: Consider including CMSA-specific offers or benefits**
- Price or percentage discount off services and/or products
- Free sample

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**Messaging:**
- Content should be educational in nature and solution-based, geared to solving a common problem or need a case manager would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow case managers to be more effective and efficient in their roles.
- Content should include practical, useful information in which the case manager would find value, which should be independent of the particular Corporate Partner. The overall message and tone should not be promotional in nature.
- Separately from the educational content, Corporate Partners are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- CMSA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

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**Design Specifications:**
- The width of the graphic should be 610 x 1024 pixels
- HTML & JPG are accepted formats. For HTML formats, hyperlinks can be used in your content. For JPG formats, entire email links to only one URL.
- Content area is approximately 600 pixels wide and will be surrounded by a CMSA-branded header/footer
- Color Format RGB (CMYK may cause errors when viewing the email)

**One-time email | $4,120**

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
CMSA Conference Daily eNewsletter

Prepared especially for CMSA’s 2019 Conference and Expo, the CMSA Conference Daily eNewsletter will be emailed each morning of the conference to provide timely updates and news to over 2,000 attendees. This opportunity allows you to promote your exhibitor booth and get in front of the members and conference attendees who make purchasing decisions on behalf of their companies.

- Delivers your message directly to the inbox of decision makers on a timely basis.
- Frequently forwarded to others for additional exposure.
- Cross-promoted in other CMSA publications and communications pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Limited available ad space makes each position exclusive.

On average, CMSA Today Conference Daily is delivered to all CMSA member and attendees before and after the show. The eNewsletter has nearly a 40% open rate above industry standard.

*traffic numbers from April 2018

For more information, visit www.naylor.com/onlinespecs

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
### Print Advertising Specifications

**CMSA TODAY**

**Magazine Trim Size:** 8.375" x 10.875"

#### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

#### Production Services, Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

#### Ad Material Upload

Go to the Naylor website at www.naylor.com.

#### Digital Edition

For the latest online specs, please visit:
www.naylor.com/onlinespecs

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### Specifications

**DPS Live Area:** 15.417" x 9.5"

**Full-Page Live Area:** 7" x 9.5"

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

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#### Magazine Trim Size: 8.375" x 10.875"

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<tbody>
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<td>Full Page No Bleed</td>
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</tr>
<tr>
<td>Full Page Bleed</td>
<td>8.625&quot; x 11.125&quot;</td>
</tr>
<tr>
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<tr>
<td>2/3 Page Vertical</td>
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</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.333&quot; x 9.5&quot;</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.583&quot; x 4.583&quot;</td>
</tr>
<tr>
<td>1/2 Page Square</td>
<td>7&quot; x 3&quot;</td>
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<td>1/2 Page Vertical</td>
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<td>1/4 Page Horizontal</td>
<td>4.583&quot; x 3.333&quot;</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3.333&quot; x 4.583&quot;</td>
</tr>
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</table>

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Online Specifications
For more information, visit www.naylor.com/onlinespecs

DIGITAL EDITION
For the latest digital edition specifications please visit www.naylor.com/gtxcelspecs

CONFERENCE DAILY ENEWSLETTER
Leaderboard
- 728 x 90 pixels
- JPG only (no animation)
- Max file size 100KB

Rectangle Ads
- 300 x 250 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

WEBSITE
www.cmsatoday.com
Horizontal Banner
- 468 x 60 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

Rectangle Ads
- 300 x 250 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

www.cmsa.org
Square Tiles
- 200 x 200 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

CMSA TODAY ENEWSLETTER
Rectangle Ads
- 300 x 250 pixels
- JPG or GIF
- File size no greater than 100KB
- Animation and video must be no longer than 25 seconds (this includes multiple loops)

Sponsored Content
- Image/Logo must be 180 x 150 px
- Image/Logo format must be JPEG or .PNG file, @72 dpi, RGB
- No animation
- No contact info included
- Image cannot be treated as a regular banner ad
- Headline: Advertiser supplies 5-7 words
- Summary text: Advertiser supplies 50-70 words
- Headline/Summary text must be plain text and cannot contain HTML or odd characters.
- Call to Action text: Advertiser supplies text (e.g. Click Here, Read More)
- Advertiser supplies URL ad should link to.
Reserved for current CMSA Corporate Members, CMSA offers bundled packages to fit your marketing needs. Whether you need to connect with CMSA members in print or online, our packages offer repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your Naylor account executive. Ask your account executive about complimentary guaranteed positioning.

**Package A**

Silver, Gold, Platinum, or Diamond Corporate Partners | $15,500  
(Total Savings: $4,100)

Includes:
- FP/FC Ad in CMSA Today Magazine (4 print issues total)
- FP/FC Ad in CMSA Today Magazine  
  (4 digital-only issues total)
- CMSA Today Website Top Rectangle Ad (12 months)
- CMSA Today Conference Daily eNewsletter Rectangle
- CMSA Today Educational Advertorial email  
  (one-time opportunity)

**Package B**

Silver, Gold, Platinum, or Diamond Corporate Partners | $10,000  
(Total Savings: $3,500)

Includes:
- 1/2 pg Ad in CMSA Today Magazine  
  (4 print issues total)
- 1/2 pg Ad in CMSA Today Magazine  
  (4 digital-only issues total)
- CMSA Today Website Rectangle Ad (12 months)
- CMSA Today Advertorial email  
  (one-time opportunity)

**Package C**

Silver, Gold, Platinum, or Diamond Corporate Partners | $5,500  
(Total savings: $4,300)

Includes:
- 1/4 pg Ad in CMSA Today Magazine  
  (4 print issues total)
- 1/4 pg Ad in CMSA Today Magazine  
  (4 digital-only issues total)
- CMSA Today Advertorial email

*Subject to available inventory for website and eNewsletter availability.

*For more information on Corporate Partnerships with CMSA, contact Lindsay Harp at (501) 673-1117 or lharp@cm-innovators.com.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
CMSA offers bundled packages to fit your marketing needs. Whether you need to connect with CMSA members in print or online, our packages offer repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your NAYLOR account executive. Ask your account executive about complimentary guaranteed positioning.

### Package 1

**Non-Corporate Sponsors | $16,500**  
(Total Savings: more than $2,600)

- FP/FC Ad in CMSA Today Magazine (4 print issues total)
- FP/FC Ad in CMSA Today Magazine (4 digital-only issues total)
- CMSA Today Website Rectangle Banner (12 months)
- CMSA.org (12 months) Rectangle

### Package 2

**Non-Corporate Sponsors | $13,000**  
(Total Savings: more than $1,750)

- 1/2 pg Ad in CMSA Today Magazine (4 print issues total)
- 1/2 pg Ad in CMSA Today Magazine (4 digital-only issues total)
- CMSA Today Website Rectangle Banner (12 months)
- CMSA.org (12 months) Rectangle

### Package 3

**Non-Corporate Sponsors | $5,250**  
(Total Savings: $3,233)

- 1/4 pg Ad in CMSA Today Magazine (4 print issues total)
- 1/4 pg Ad in CMSA Today Magazine (4 digital-only issues total)
- CMSA.org Rectangle Banner (12 months)

*Subject to available inventory for website and eNewsletter available.

*For more information on Corporate Partnerships with CMSA, contact Lindsay Harp at (501) 673-1117 or lharp@cm-innovators.com.

For the latest online specs, please visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)