



Reach Chicago's premier HR professionals

The HRMAC Advantage

- > HRMAC member organizations represent **key HR professionals**, primarily at the senior executive level, who are charged with developing and implementing successful workforce strategies to deliver bottom-line results.
- > Our members represent **3 out of 4 of the top ranked public companies** in the Chicago area, including several *Fortune* 500 companies. Some of our top member companies include:

- | | | |
|-------------------------------------|----------------------------|-----------------------------|
| • Abbott Laboratories | • Exelon | • Sara Lee Corporation |
| • Allstate Insurance Company | • Hyatt Hotels Corporation | • Sun Times Media Group |
| • Baxter International | • Kraft Foods | • TransUnion Corporation |
| • The Boeing Company | • McDonald's USA | • U.S. Cellular |
| • CDW | • Motorola | • Underwriters Laboratories |
| • Chicago Tribune | • OfficeMax | • United Airlines |
| • City of Chicago | • Orbitz Worldwide | • USG |
| • Discover Financial Services, Inc. | • S.C. Johnson & Son, Inc. | |

Who We Are

Founded in 1915, the Human Resources Management Association of Chicago is the **largest and oldest organization of its kind in the country**, representing more than 700 organizations in the greater Chicago metropolitan area.

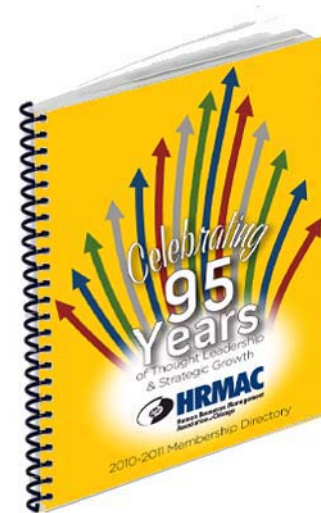
Maximize your investment

Advertising with HRMAC ensures that your message reaches a highly-qualified target audience of HR professionals. Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, **HRMAC delivers your message to members both in print and online.**

For more information, please contact:

Laura Heffter
 Publication Director
 (800) 369-6220, ext. 3368
 lheffter@naylor.com

Connect with HRMAC members throughout the year.



2011-2012 Membership Directory

The annual directory features valuable contact information for local HR professionals as well as service provider listings by business category for one-stop shopping. This popular networking tool and purchasing guide is used throughout the year by members.

To learn more about HRMAC, visit:
www.hrmac.org



2011-2012 Membership Directory

Net Advertising Rates

All members receive a 15% discount on rates.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates*

	Members	Non-members
Double-Page Spread	\$3,263.58	\$3,839.50
Outside Back Cover	\$2,872.58	\$3,379.50
Inside Front or Inside Back Cover	\$2,677.08	\$3,149.50
Full Page	\$2,175.58	\$2,559.50
2/3 Page	\$1,980.08	\$2,329.50
1/2 Page	\$1,665.58	\$1,959.50
1/3 Page	\$1,444.58	\$1,699.50
1/4 Page	\$1,300.08	\$1,529.50
1/6 Page	\$1,164.08	\$1,369.50
1/8 Page	\$1,079.08	\$1,269.50

Black-and-White Rates

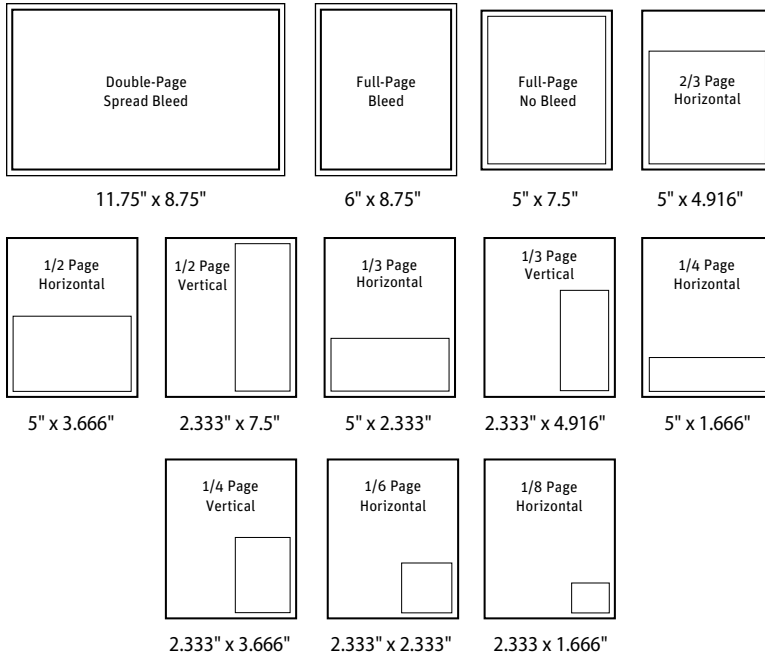
	Members	Non-members
Full Page	\$1,410.58	\$1,659.50
2/3 Page	\$1,215.08	\$1,429.50
1/2 Page	\$900.58	\$1,059.50
1/3 Page	\$679.58	\$799.50
1/4 Page	\$535.08	\$629.50
1/6 Page	\$399.08	\$469.50
1/8 Page	\$314.08	\$369.50

*All members purchasing a full color ad (1/4 page or larger) will receive a **free** premier listing in HR Marketplace, valued at \$500. All other member advertisers will receive a \$250 discount off a regular-price premier listing (save \$250).

2011-2012 Membership Directory

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



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.

DPS Live Area: 10.75" x 7.5"

Full-Page Live Area: 5" x 7.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale 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 greyscale 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.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

2011-2012 Membership Directory

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|---|
| <input type="checkbox"/> Absence Management | <input type="checkbox"/> Evidence Based - Executive Search and Executive Assessments | <input type="checkbox"/> Pre-employment Screening and Testing |
| <input type="checkbox"/> Actuarial Services | <input type="checkbox"/> Executive Assessments | <input type="checkbox"/> Recognition and Awards |
| <input type="checkbox"/> Applicant Tracking Solutions | <input type="checkbox"/> Executive Recruitment and Search Firms | <input type="checkbox"/> Recruiting/Staffing/Selection |
| <input type="checkbox"/> Assessments and Testing | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Recruitment Advertising |
| <input type="checkbox"/> Benefits - Healthcare | <input type="checkbox"/> Healthcare Recruitment and Retention Programs | <input type="checkbox"/> Recruitment Advertising - Online |
| <input type="checkbox"/> Benefits - Pharmacy | <input type="checkbox"/> Human Resource Consulting Services | <input type="checkbox"/> Retirement Plans |
| <input type="checkbox"/> Benefits - Voluntary | <input type="checkbox"/> Human Resource Information Systems | <input type="checkbox"/> Sage Abra |
| <input type="checkbox"/> Benefits Consulting | <input type="checkbox"/> Identity Protection | <input type="checkbox"/> Succession Planning |
| <input type="checkbox"/> Bereavement Program | <input type="checkbox"/> Interim Management/Consultation | <input type="checkbox"/> Talent Management |
| <input type="checkbox"/> Business Process Solutions - Outsourcing | <input type="checkbox"/> Job Bank/Resume Bank | <input type="checkbox"/> Talent Management Software |
| <input type="checkbox"/> Case Management | <input type="checkbox"/> Labor Relations Consulting | <input type="checkbox"/> Time and Attendance |
| <input type="checkbox"/> Compensation Consulting | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Union Avoidance |
| <input type="checkbox"/> Concierge Services | <input type="checkbox"/> Nurse Recruitment | <input type="checkbox"/> Workforce Diversity |
| <input type="checkbox"/> Deferred Income | <input type="checkbox"/> Online Management Certificate | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Document Management | <input type="checkbox"/> Organizational Development | _____ |
| <input type="checkbox"/> Education/Training | <input type="checkbox"/> Paycards | _____ |
| <input type="checkbox"/> Employee Assistance | <input type="checkbox"/> Performance Management | |
| <input type="checkbox"/> Employee Benefits | <input type="checkbox"/> Positive Employee Relations Consulting | |
| <input type="checkbox"/> Employee Portal/Intranets Design and Development | | |
| <input type="checkbox"/> Employee Surveying | | |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____