




Kansas State Council of SHRM



Reach Kansas' leading HR professionals in print and online

The Kansas State Council Advantage

-  Kansas State Council of SHRM's print and online publications **reach more than 92%** of the HR industry in Kansas.
-  Our members represent Fortune 500 companies, international and national corporations, state and local companies as well as not-for-profit organizations.
-  We are the **only** group representing HR professionals in the state of Kansas.

Who We Are

The Society for Human Resource Management (SHRM) is an international professional organization of more than 190,000 members.

Composed of 11 regional chapters, the Kansas State Council of SHRM provides a forum for local chapters to discuss common issues and concerns, and to share ideas and successes. The state council serves as the liaison between the chapters and SHRM National while promoting the benefits of SHRM.

Member Profile

Our members include directors of human resources, vice presidents of human resources, HR managers and HR administrators — the **HR decision-makers** for city, state and county governments, hospitals, universities and school systems, not-for-profit organizations and companies, and corporations of all sizes throughout Kansas.

Our members recognize that advertiser support makes Kansas State Council publications possible and **realize the importance of doing business with vendors that support their association.** Contact your Naylor account executive today to secure top-of-mind awareness among Kansas HR professionals.

For more information, please contact:

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HR Kansas Works Annual Magazine

HR Kansas Works is the Kansas State Council of SHRM's annual magazine and conference guide. The magazine is distributed to every SHRM member in the state.



**BONUS DISTRIBUTION at the
2011 Kansas SHRM Conference!**

SunfloweHR Connect eNewsletter

Our eNewsletter keeps members and non-member subscribers informed of the latest industry developments and association news.



To learn more about Kansas State Council of SHRM, visit:

www.ksshrm.com



Net Advertising Rates

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

Full-Color Rates

1x

Double Page Spread	\$3,559.50
Outside Back Cover	\$3,029.50
Inside Front or Inside Back Cover	\$2,839.50
Full Page	\$2,399.50
2/3 Page	\$1,889.50
1/2 Page	\$1,389.50
1/3 Page	\$1,019.50
1/4 Page	\$749.50
1/6 Page	\$579.50
1/8 Page	\$449.50

Black-and-White Rates

1x

Full Page	\$1,529.50
2/3 Page	\$1,309.50
1/2 Page	\$949.50
1/3 Page	\$729.50
1/4 Page	\$529.50
1/6 Page	\$429.50
1/8 Page	\$339.50

Past Advertisers

We appreciate the investment that our advertisers make with Kansas State Council of SHRM and strongly encourage our members to do business with vendors that support our association.

American Century Investments
 Baker University
 Blue Cross Blue Shield of Kansas
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 Kansas State University-Div. of
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 Kirk Perucca Associates, Inc.
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OHS-Compcare
 OneKC WIRED-LiLA
 Physical Capacity Profile®
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 TMHC Services, Inc.
 United Healthcare
 Webster University
 Wichita Area Technical College

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (KHR-A0011)





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.

- Accountants, Advertising, PR Firms, Applicant Recruitment, Selection & Verification Services, Applicant Tracking Solutions, Assessment & Testing, Attorneys, Attorneys, Employment & Labor Law, Attorneys, Immigration Law, Audio/Visual Equipment, Awards, Recognition & Incentives, Background Investigation, Benefits, Voluntary, Career Management Firms, Consultants, Corporate Housing, Corporate Law, Dependant Care, Diversity, Electronic Signs, Employee Assistance Programs, Employee Benefits, Employee Leasing, Employee Mortgage Program, Employee Surveying, Employers' Associations, Executive Recruitment & Search Firms, Executive Outplacement Services, Financial Services, Gift Cards/Certificates, Health & Wellness, Higher Education, HR Information Systems, HR Management Systems, HR Managers/Directors, ID Cards, Insurance, Internet Filtering Software, IT Staffing Specialists, Mentor/Coaching Programs, Organizational Development, Outplacement Services, Payroll Processing, Performance Management, Pre-Employment Screening, Pre-Employment Testing, Professional Development & Seminars, Publications, Recruitment Advertising, Recruitment, Online, Relocation Services, Retirement Plans, Retirement/Pre-Retirement Planning, Return-to-Work Programs, Safety & Security, Service Bureaus, Speakers, Staffing Services, Tax-Sheltered Annuities, Trade Show Displays, Training, Organizational, Training Products, Temporary Personnel & Staffing Services, Workers' Compensation, Other:

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 = \$

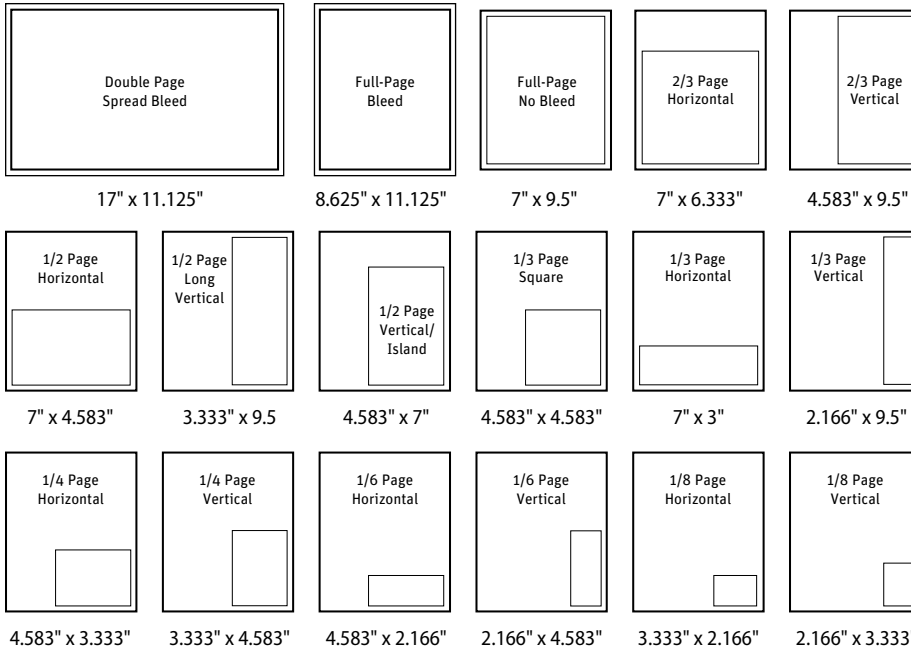
Initial: Date:





Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



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

Production Services

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

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.

Ad Material Upload

Go to the Naylor Web site 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.