

North Carolina Society for Human Resource Management

Gain targeted access to HR professionals in nearly every industry

The NCSHRM Advantage

- NCSHRM represents HR professionals at the **local, regional, state and national levels** who represent **almost every industry**.
- Recently, **North Carolina gained 17,000 nonfarm jobs**, further decreasing the unemployment rate to 10.2 percent.
- Our members are **responsible for making purchasing decisions** for their organizations and are in the market for products and services that include:
 - Employee benefits
 - Attorneys
 - Awards, recognition & incentives
 - Education/training
 - Employee screening/background checks
 - Wellness programs

Who We Are

North Carolina Society for Human Resource Management (NCSHRM) is an **affiliate of the National Society for Human Resource Management**. Serving 16 affiliated North Carolina chapters of the Society for Human Resource Management (SHRM) and an additional 10 local nonaffiliated chapters, NCSHRM provides both leadership and support to local SHRM chapters.

About NCHR Review

NCHR Review, the official publication of NCSHRM, provides HR professionals a forum to both deliver and receive thought-provoking, relevant and well-timed articles regarding the HR profession, as well as a location for SHRM Affiliated Chapters to showcase the work their members are doing in their communities to serve and advance the HR profession.

NCSHRM members recognize the importance of doing business with the vendors that support their association. **Secure top-of-mind awareness among decision-makers in the North Carolina HR industry by including your message in *NCHR Review*.**

For more information, please contact:

Debbie Phillips
 Publication Director
 Naylor, LLC
 Toll-Free: (800) 369-6220 ext. 3440
 Direct: (352) 333-3440
 Fax: (352) 331-3525
 E-mail: dphillip@naylor.com



IN PRINT AND ONLINE
 Connect with NCSHRM members throughout the year

CONFERENCE ISSUE

NCHR Review

Our biannual magazine keeps HR professionals current on information including association news and HR industry trends, at both the state and national level.



NCHR Review Digital Edition

In addition to print, *NCHR Review* is available to readers in an interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



BONUS DISTRIBUTION:
 Additional copies of *NCHR Review* will be distributed at our annual conference in September.

To learn more about NCSHRM, visit:
<http://nc.shrm.org>

NCHR Review

Net Advertising Rates

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2x
Double Page Spread	\$3,579.50	\$3,219.50
Outside Back Cover	\$3,109.50	\$2,859.50
Inside Front or Inside Back Cover	\$2,899.50	\$2,649.50
Full Page	\$2,449.50	\$2,199.50
2/3 Page	\$1,909.50	\$1,719.50
1/2-Page Island	\$1,589.50	\$1,429.50
1/2 Page	\$1,419.50	\$1,279.50
1/3 Page	\$1,069.50	\$959.50
1/4 Page	\$789.50	\$709.50
1/8 Page	\$599.50	\$539.50

Black-and-White Rates

	1x	2x
Double Page Spread	\$2,669.50	\$2,399.50
Full Page	\$1,529.50	\$1,379.50
2/3 Page	\$1,299.50	\$1,169.50
1/2-Page Island	\$1,119.50	\$1,009.50
1/2 Page	\$959.50	\$859.50
1/3 Page	\$759.50	\$679.50
1/4 Page	\$549.50	\$489.50
1/8 Page	\$389.50	\$349.50

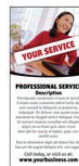
Product and Service Listings



GODDOLD
CORPORATE TRAINING
1100 S. W. 10th St.
Fort Lauderdale, FL 33315
Phone: (754) 426-4889
Fax: (754) 426-3500
Toll Free: (877) 468-6722
E-mail: advertising@goddold.com
Web: www.goddold.com

Showcase the products and services your organization offers to 6,000 HR professionals across the state of North Carolina.

Professional Services Showcase



Does your company provide specialized services in the North Carolina human resource industry? Use our Professional Services Showcase to gain the attention of NCSHRM members.

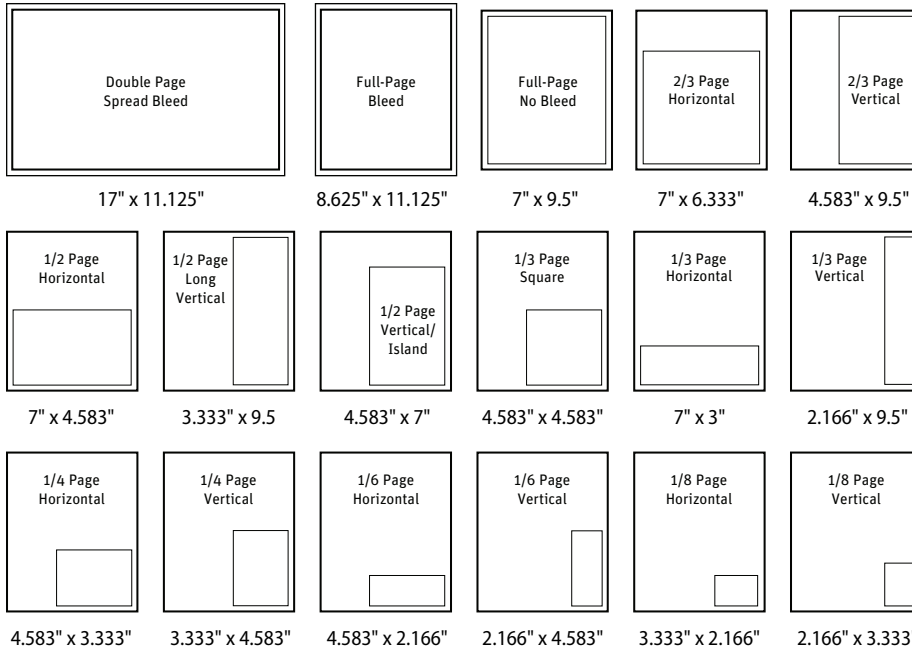
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors 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). NSH-B0212 (LR NSH-B0209 4/8/09)



NCHR Review

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 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.

NCHR Review

Digital Edition – <http://nc.shrm.org>

In addition to print, *NCHR Review* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

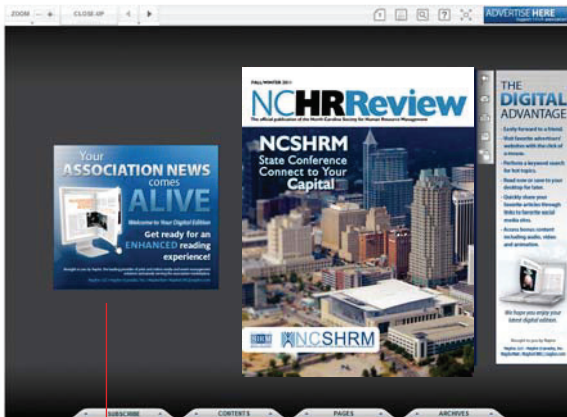
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$650.00 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

eToolbar | \$450.00 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$750.00 per issue

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

NCHR Review

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {  
    getURL(url, "_blank");  
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

NCHR Review

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

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20 = \$** _____

Initial: _____ **Date:** _____

NCHR Review

Past Advertisers

NCHR Review is made possible through advertiser support. We appreciate the investment that our advertisers make with North Carolina SHRM and strongly encourage our members to do business with vendors that support our association.

AARP- North Carolina	MedCost Benefit Services
Admin USA	Moore School of Business
Ameritas Group Dental & Eye Care	Morton Wealth Management, LLC
Apex Background Check, Inc.	NC State University
ApplicantStack	NextCare
Atlantic Integrated Health /The Beacon Company	Ogletree, Deakins, Nash, Smoak & Stewart, P.C.
Benefit Advocates	Optimum Health Management, LLC
Blue Cross Blue Shield of North Carolina	Osborne-Brumsey & Associates, Inc.
BNA	The Paxton Companies
Carolina Behavioral Health Alliance	Public Data Works, Inc.
Coastal Federal Credit Union	Right Management
College Foundation of North Carolina	Senn, Dunn, Marsh & Roland, LLC
Cranfill, Sumner & Hartzog, LLP	Sibson Consulting a division of Segal
CriminalRecordCheck.com	Smith Debnam Narron Drake Sainstsing & Myers, LLP
Direct Reimbursement	Smith Moore Leatherwood, LLP
Flex-Pay	Stanley Benefit Services
For The Record, Inc.	The TharpeRobbins Company
Gardner-Webb University	Troy University
Hill Chesson & Woody	United Screening Services Corp.
Hirease	University of North Carolina at Chapel Hill
HR Logistics, LLC	Vantage Point Services
Interactive Medical Systems	Wake Forest University
JRW Associates	Weight Watchers

We appreciate your support!