



THE HUMAN SIDE OF HEALTHCARE

## 2019 MEDIA PLANNER



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**ASHHRA.ORG**



# WHY ADVERTISE?

- + The American Society for Healthcare Human Resources Administration (ASHHRA) of the American Hospital Association (AHA) is the nation's only membership organization dedicated to meeting the professional needs of Human Resources (HR) leaders in the health care industry.
- + ASHHRA leads the way for members to become more effective, valued and credible leaders in health care HR.

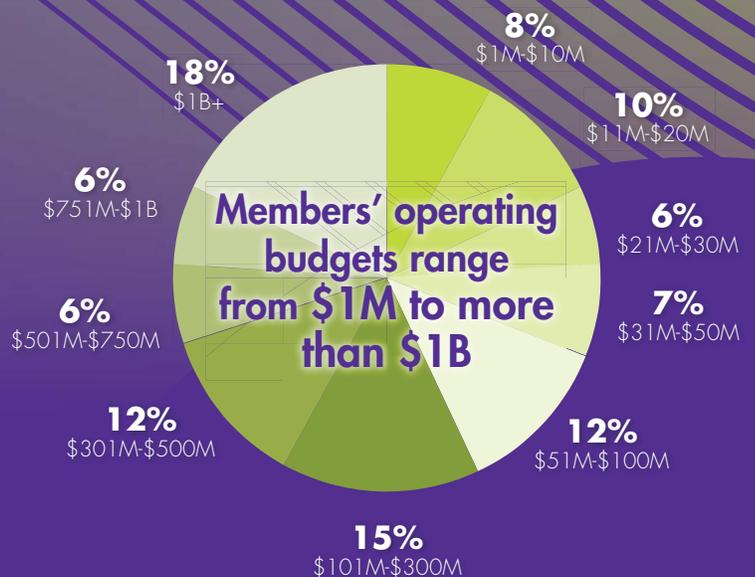


# OUR MEMBERS

ASHHRA members work in a variety of areas, including:

Employee Relations	72%
HR Generalist	68%
Employment/Recruitment	60%
Compensation	59%
Benefits	55%
Training/Development	48%
Workforce Planning	48%
Organizational Development	45%
EEO/Affirmative Action	38%

Health/Safety/Security	37%
Communications	36%
Labor Relations	35%
Employee Assistance Programs	29%
Legal	27%
HRIS/Research	24%
Other	8%
International HRM	4%



THE HUMAN SIDE OF HEALTHCARE

# hrPulse

ASHHRA

ASHHRA Members  
Consider  
**HR Pulse**  
The Most Valuable  
Member Benefit

Published quarterly as a print and digital publication, *HR Pulse* serves as the industry resource for health care HR professionals, informing and educating readers through a broad range of relevant industry topics. *HR Pulse* engages readers with cutting-edge issues in health care HR, best practices, case studies, impactful interviews and organizational messages. In addition, members access and utilize each issue of *HR Pulse* to study for the Certified in Healthcare Human Resources (CHHR) exam. The magazine's extensive article base and diverse topics provide a sound way for test-takers to prepare for the CHHR exam.



**Your message in *HR Pulse* reaches current and future directors and vice presidents who are responsible for making HR decisions on behalf of their organizations.**

## Readers Include:

- + Chief Human Resource Officers
- + Vice Presidents/Directors of Human Resources
- + Directors/Managers of Recruitment
- + Assistant Directors of Human Resources
- + Human Resource Specialists



## Readership Statistics (based on a recent ASHHRA media survey)

Readers have purchased products and services in the following areas:

- |                           |                                  |
|---------------------------|----------------------------------|
| + Education/Training      | + Health and Wellness            |
| + Recruitment Advertising | + Seminars                       |
| + Background Checks       | + Performance Management         |
| + Consulting              | + Dental/Vision/Health Insurance |



**3 out of 5** readers prefer purchasing products from companies that advertise in ASHHRA media.

THE HUMAN SIDE OF HEALTHCARE

# hrPulse

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

HR Pulse 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

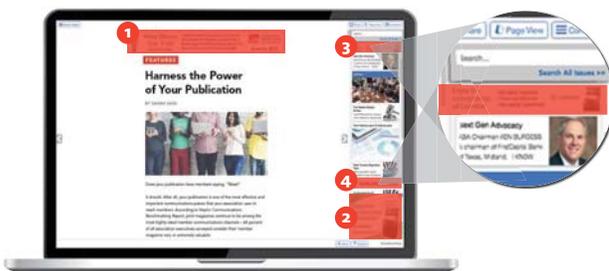
### FORMATS AVAILABLE TO READERS:

- **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!



Mobile & Desktop Responsive HTML Reading View



### 1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, onscreen to the right of the digital publication on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and subsequent banners show every 3 articles.

- 3 Top TOC Mobile Banner
  - 4 2<sup>nd</sup> TOC Mobile Banner
- 3<sup>rd</sup> TOC Banner | \$825

*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/online specs](http://www.naylor.com/online specs)

## Display Ad Package 1 | \$1,825

Includes Leaderboard and Top TOC Mobile Banner.

## Display Ad Package 2 | \$1,825

Includes Rectangle and 2<sup>nd</sup> TOC Mobile Banner.

## 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.

## Adaptive Ad (HTML5) | \$1,550

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.

## Video (page view) & Video Sponsorship | \$1,825

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 in between key articles.

- Large Insert | \$1,325
- Medium Insert | \$1,225



## ANNUAL MEMBERSHIP DIRECTORY & RESOURCE GUIDE

# 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 *HR Pulse* magazine, or the *ASHHRA Annual Membership Directory & Resource Guide*, you can educate ASHHR members regarding the benefits of using a product or service similar to what you provide, while also improving the credibility of your company with HR professionals in the health care industry.

Draw attention to a recent research study, infographic, white paper or in-depth blog post by publishing in our publications.



Sponsorship Opportunities	1x
<b>Two Page Spread</b> May include one full page of editorial and one full-page ad	\$5,099.50
<b>One Page</b> Includes one full page of editorial	\$3,529.50

### 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 an HR professional would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow HR professionals to be more effective and efficient in their roles.
- + Content should include practical, useful information in which the HR 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.
- + ASHHR 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.
- + Content must identify company and state that it's an advertisement.

THE HUMAN SIDE OF HEALTHCARE

# hrPulse

## SPONSORED DIGITAL EDITION EBLAST

When each print edition of *HR Pulse* magazine is distributed, an email is sent to all ASHHRA members and subscribers making them aware that the digital edition is available for viewing.

### Enjoy the benefits of a targeted email blast:

- + Delivers your message directly to the inbox of 1,880+ directors and vice presidents who are responsible for making HR decisions on behalf of their organizations
- + Directs visitors to the landing page of your choice to facilitate the purchasing process
- + Frequently forwarded to others for additional exposure
- + Cross-promoted in other ASHHRA publications and communications pieces
- + Archives are accessible for unlimited online viewing



### Exclusive Ad Space

- 1 **eBlast Sponsor** (640 x 100 pixels)
    - + Only one spot available – NO ROTATION
    - + Located at the top of the email blast
- \$1,025** per issue  
**\$3,475** - 4 issues (Full Year)

For complete 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.*

# hrPulse

ASHHRA

## 2019 CONTENT PLANNER

As the official magazine for ASHHRA members, **HR Pulse** serves as the industry resource for health care HR professionals, informing and educating readers through a broad range of relevant industry topics. **HR Pulse** is a valuable member resource that ASHHRA members have come to rely on. Every feature article is categorized into five different topics that correspond with the ASHHRA HR (Leader) Model, including HR Delivery; Healthcare Business Knowledge, People Strategies, Community Citizenship, and Personal Leadership, to help readers better navigate each issue and feature topics.

From cover to cover, **HR Pulse** engages readers with information about emerging issues and news in health care. Articles can be written by you and/or your clients. To learn more, visit [www.ashhra.org/publications](http://www.ashhra.org/publications). Click here to learn more.

Issue	Theme
<p>Spring</p> <p>Jan. 2019 delivery</p>	<ul style="list-style-type: none"> <li>• Workforce planning with educational, corporate and/or organizational partners.</li> <li>• Information on community engagement on social determinants of care i.e., housing, food, etc.</li> <li>• Example or case study on your organizations development and growth of Health care careers.</li> <li>• Health Care HR Week.</li> </ul>
<p>Summer</p> <p>May 2019 delivery</p>	<ul style="list-style-type: none"> <li>• Technology that has improved productivity/efficiency within an organization.</li> <li>• Case Study that has transformed an organization using metrics and benchmarking data.- Learning session speaker article</li> <li>• Featured exhibitors</li> </ul>

Issue	Theme
<p>Fall</p> <p>Aug. 2019 delivery</p> <p><b>BONUS DISTRIBUTION:</b> <b>ASHHRA 55<sup>th</sup> Annual Conference &amp; Exposition</b></p>	<ul style="list-style-type: none"> <li>• Meeting the challenge of regulatory compliance.</li> <li>• Training HR professionals on the financial aspect of health care human resources.</li> <li>• Improvement of community health care based on equity of care model.</li> </ul>
<p>Winter</p> <p>Nov. 2019 delivery</p>	<ul style="list-style-type: none"> <li>• Accolades given to an individual/organization that has demonstrated the mission and vision of their organization.</li> <li>• Improved community score fostered through collaboration within the organization.</li> <li>• HR's role in encouraging learning and self-growth by providing opportunities.</li> </ul>

### In every issue...

- + **ASHHRA First Word:** Each issue, the ASHHRA president will address the membership to discuss the most timely and relevant issues that pertain to health care HR professionals.
- + **From ASHHRA:** This letter delivers the latest messaging from ASHHRA, organizational initiatives, events and resources.
- + **HR Leader Impact:** Here an ASHHRA member is profiled and interviewed regarding their start in the health care HR field, the challenges they've faced and overcome, strategies for success and how ASHHRA has helped them grow their professional careers.
- + **Pursuing CHHR:** This new regular column will profile an individual Certified in Healthcare Human Resources (CHHR) and talk through their decision making, how they prepared for the exam and how they expect the designation to impact their career.
- + **Career Corner:** Features articles written by seasoned HR executives that touch upon career lessons and HR-development topics that will appeal to those at the early stage of their career.
- + **Leadership Lessons:** Features articles contributed by HR leaders, including ASHHRA leaders, where they'll discuss the latest trends in HR leadership, and commentary on what it takes to be a true leader in health care HR.



# HR PULSE AND ANNUAL MEMBERSHIP DIRECTORY RATES

Full-Color Rates	1x	2-3x	4-5x
Double-Page Spread	\$4,639.50	\$4,409.50	\$4,179.50
Outside Back Cover	\$3,739.50	\$3,579.50	\$3,419.50
Inside Front/Inside Back Cover	\$3,439.50	\$3,279.50	\$3,119.50
Full Page	\$3,209.50	\$3,049.50	\$2,889.50
2/3 Page	\$2,819.50	\$2,679.50	\$2,539.50
1/2 Page	\$2,459.50	\$2,339.50	\$2,209.50
1/3 Page	\$2,019.50	\$1,919.50	\$1,819.50
1/4 Page	\$1,139.50	\$1,079.50	\$1,029.50
1/6 Page	\$949.50	\$899.50	\$849.50
1/8 Page	\$749.50	\$709.50	\$669.50

HR Pulse Digital Ad Only	Rate
Large Insert	\$1,325
Medium Insert	\$1,225

*Black-and-white rates available upon request.*

*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.*

## Direct Mail and Belly Band Opportunities\*

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which **HR Pulse** and/or the **Annual Membership Directory & Resource Guide** is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around **HR Pulse** and/or the **Annual Membership Directory & Resource Guide** with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

Surfaces	Print Only
Belly Band	\$5,349.50
2 Pages/4 Surfaces	\$3,329.50
1 Page/2 Surfaces	\$2,679.50
Postcard	\$2,679.50

\* All direct mail pieces are furnished by the advertiser. Rates for three pages (six surfaces) or more are available. ASHHRA must approve all direct mail pieces, and the belly band prior to publication

# eNEWS PULSE NEWSLETTER

## Timely Topics for Health Care HR Leaders

eNews Pulse is a monthly electronic newsletter that provides a variety of articles on issues that most concern ASHHRA members, such as: workforce strategies, recruitment and retention, compensation, health care workforce initiatives and the latest health care HR trends.

Regular sections include: President's Message, ASHHRA News, Compensation, Healthcare & Hospitals, Healthcare HR, Management & Leadership, Patient Satisfaction, Physicians & Nurses Workforce.

**Reinforce your position in front of leading decision makers** in health care HR by increasing your online presence, generating more traffic to your website and integrating your print campaign!

## Advertising Rates

- 1 2 Top Two Horizontal Banners** (468 x 60 pixels)  
Full year: **\$5,850**
- 3 4 Horizontal Banners Three and Four** (468 x 60 pixels)  
Full year: **\$5,200**
- 5 Top Row Rectangles** (180 x 150 pixels)  
Full year: **\$4,550**
- 6 Middle Row Rectangles** (180 x 150 pixels)  
Full year: **\$4,100**
- 7 Bottom Row Rectangles** (180 x 150 pixels)  
Full year: **\$3,675**

*Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on amount of editorial content supplied each issue.*

*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 Deadlines

Issue Date	Art Due	Issue Date	Art Due
January 10, 2019	January 3, 2019	July 11, 2019	July 4, 2019
February 14, 2019	February 14, 2019	August 8, 2019	August 1, 2019
March 14, 2019	March 7, 2019	September 12, 2019	September 5, 2019
April 11, 2019	April 4, 2019	October 10, 2019	October 3, 2019
May 9, 2019	May 2, 2019	November 14, 2019	November 7, 2019
June 13, 2019	June 6, 2019	December 12, 2019	December 5, 2019

Your message is **delivered directly** to the inboxes of nearly 2,000 health care HR professionals nationwide.

\*As of February 2019



To view past issues of eNews Pulse, please visit:  
[www.naylornetwork.com/ahh-nwl](http://www.naylornetwork.com/ahh-nwl)

# BENEFITS & WELLNESS PULSE

The *Benefits & Wellness Pulse* is delivered to 2,000 recipients, including current and prospective ASHHRA members, and HR professionals in medical clinics and acute care facilities. This newsletter delivers key updates on the ever-changing benefits landscape along with information about healthy workplace trends and their positive impact on a productive workforce. Contact your Naylor account executive today to secure your space.

- + Reinforce your brand with health care HR professionals who trust the voice of ASHHRA and its supporters each issue
- + Be placed within the news section most relevant to your products and services, and most popular among readers
- + Cross-promoted in other ASHHRA publications and communications
- + Connects visitors directly to your website or the landing page of your choice
- + Limited to five companies
- + Delivered to nearly 2,000 inboxes monthly

## Advertising Rates

**Horizontal Banners** (468 x 60 pixels)

- 1 Horizontal Banner 1, full year: **\$5,700**
- 2 Horizontal Banner 2, full year: **\$5,225**
- 3 Horizontal Banner 3, full year: **\$4,750**
- 4 Horizontal Banner 4, full year: **\$4,275**
- 5 Horizontal Banner 5, full year: **\$3,800**

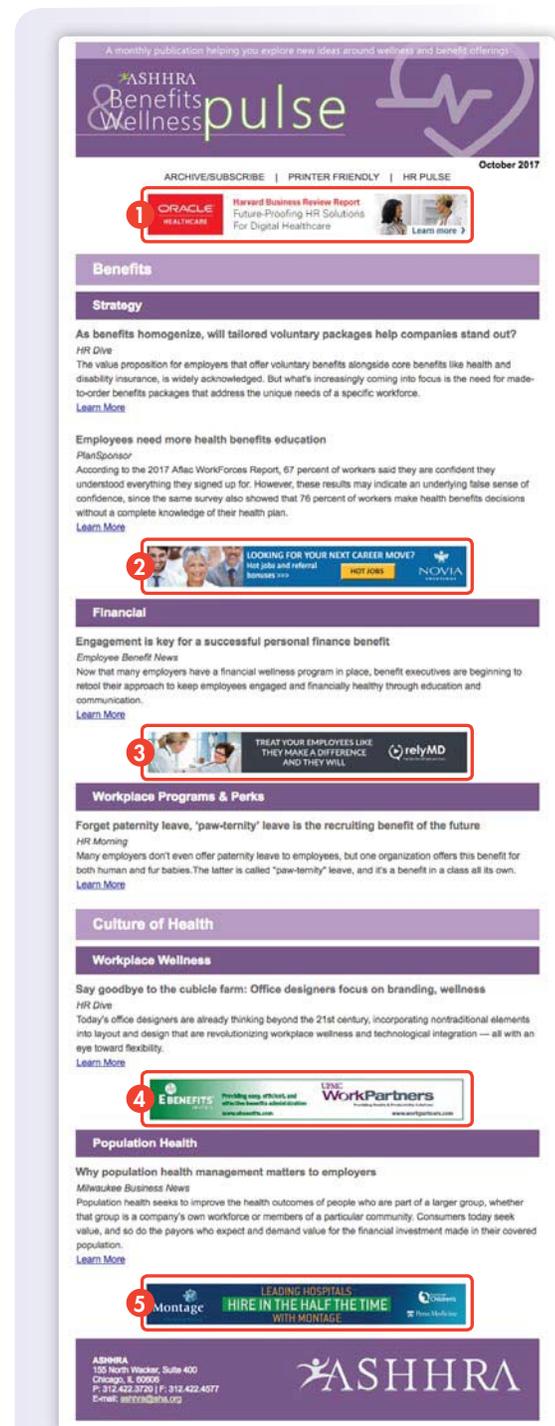
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## Ad Deadlines

Issue Date	Art Due	Issue Date	Art Due
January 17, 2019	January 10, 2019	July 18, 2019	July 11, 2019
February 21, 2019	February 14, 2019	August 15, 2019	August 8, 2019
March 21, 2019	March 14, 2019	September 19, 2019	September 12, 2019
April 18, 2019	April 11, 2019	October 17, 2019	October 10, 2019
May 16, 2019	May 9, 2019	November 21, 2019	November 14, 2019
June 20, 2019	June 13, 2019	December 19, 2019	December 12, 2019

\*As of February 2019



# CAREER PULSE NEWSLETTER

As the most efficient job board for health care HR professionals, the *Career Pulse* will be a primary resource for recruitment and job search needs. Delivered to nearly 1,800 decision makers weekly, the *Career Pulse* will keep ASHHRA members up-to-date on the latest HR job postings, health care hiring trends and career resources and articles.

- + Delivers your message directly to the inbox of nearly 1,800 decision makers\* on a weekly basis
- + In addition to ASHHRA members, opt-in subscription means you get your company's message in front of HR executives who are making hiring decisions
- + Frequently forwarded to others for additional exposure
- + Cross-promoted in other ASHHRA publications and communication pieces
- + Direct visitors to the landing page of your choice to view your products and services
- + Limited available ad space makes each position exclusive
- + Change artwork monthly at no additional cost to promote time-sensitive offers and events

## Advertising Rates

### Horizontal Banners (468 x 60 pixels)

1 2 3 4 5 Five positions:

12 months: **\$2,275**

6 months: **\$1,250**

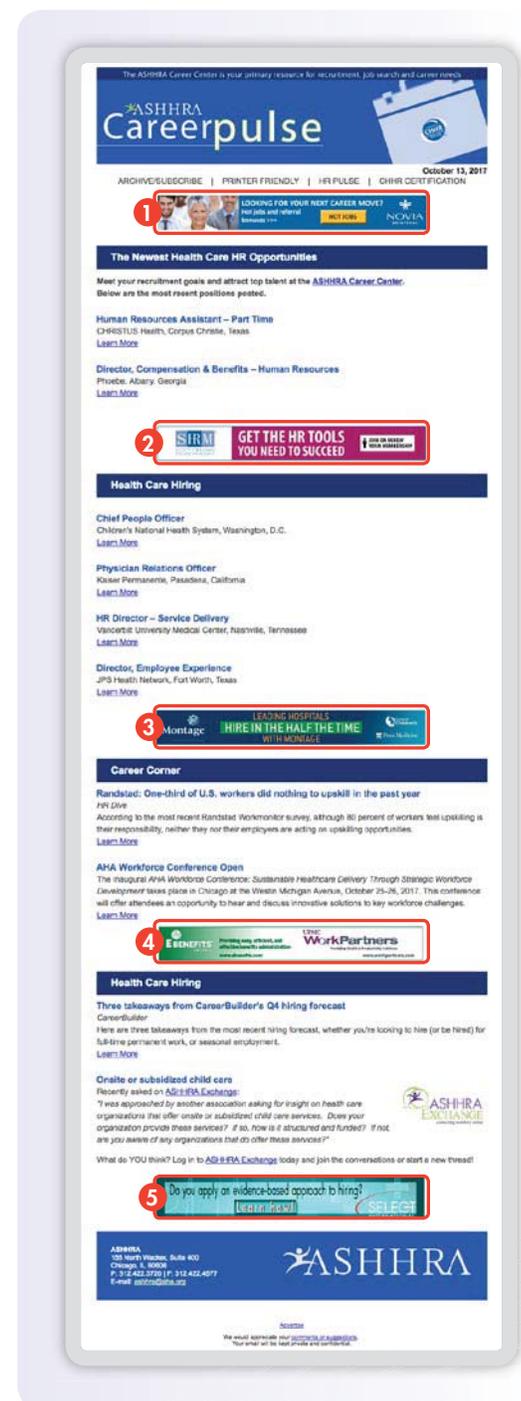
3 months: **\$700**

1 month: **\$230**

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\*As of February 2019



# ASHHRA.ORG ADVERTISING

As the #1 search engine result for *health care human resources*, the ASHHRA website is the gateway for members and health care HR professionals to access information and resources about the association and the field.

Visitors log on to [www.ashhra.org](http://www.ashhra.org) to learn about upcoming association events, discover ways to maximize their ASHHRA membership, view the latest digital editions of *HR Pulse* and access health care labor reports.

## Advertising Options

### 1 Horizontal Banner (468 x 60 pixels)

Four rotations featured on the home page and the sub pages, providing complete run-of-site exposure to site visitors.

12 months: **\$7,900**      6 months: **\$4,750**      3 months: **\$2,750**

### Tile Ads (150 x 120 pixels)

Five custom tile spaces will rotate with three ads on the home page and the sub pages, providing complete run-of-site exposure to site visitors.

### 2 Top Two Tiles

12 months: **\$5,350**      6 months: **\$3,500**      3 months: **\$2,100**

### 3 Tiles

12 months: **\$3,750**      6 months: **\$2,275**      3 months: **\$1,675**

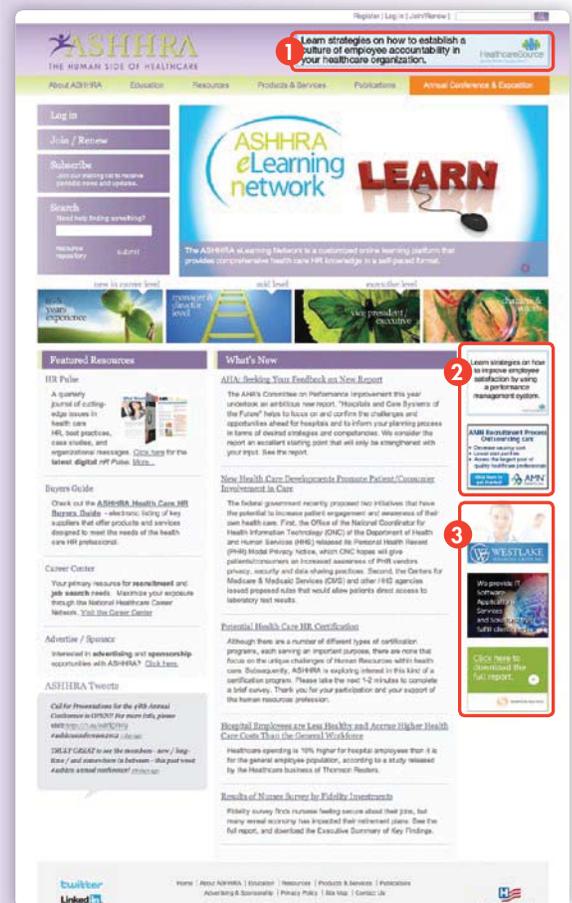
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Gain recognition through the ASHHRA website and **target leading decision makers** in health care human resources.

## ASHHRA.org receives an average of:

- + 11,400+ visits per month
- + 7,700+ unique visits per month
- + 30,200+ pageviews per month

For August 2018 to February 2019



# ASHHRA CONFERENCE PULSE

## ASHHRA 55<sup>th</sup> Annual Conference & Exposition

Delivered directly to the inboxes of ASHHRA members and conference attendees, the *ASHHRA Conference Pulse* is filled daily with fresh content and features exclusive conference event coverage, learning session highlights and takeaways, attendee interviews and show floor news at the ASHHRA 55<sup>th</sup> Annual Conference & Exposition. The ASHHRA Conference Pulse is delivered six times to more than 2,000 ASHHRA members, conference attendees and exhibitors — one week before the conference, four mornings during the conference and one week after the conference!

- + DRIVE TRAFFIC TO YOUR BOOTH
- + HIGHLIGHT ANY SHOW OFFERS
- + PROMOTE YOUR SPEAKING ENGAGEMENT
- + SIX BANNERS AVAILABLE

### Advertising Rates

#### 1 Top Featured Horizontal Banner: \$3,350

- Exclusive to one company (468 x 60 pixels)

#### 2 3 4 5 6 Horizontal Banners: \$2,550

- Five available, first come, first served (468 x 60 pixels)

#### A Exhibitor Spotlight Video Sponsorship: \$5,250

Drive more traffic to your booth with our exclusive exhibitor spotlight videos! Your video will be the headline story. This is an exclusive position per day and treated on a first come, first serve basis. Rate includes all production, filming, planning, and promotion.

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*This opportunity is only available to exhibitors.*



# ASHHRA CONFERENCE PULSE EXHIBITOR SPOTLIGHT VIDEO SPONSORSHIP

Maximize your exposure to leaders in the health care HR field by taking advantage of our exclusive video sponsorships!

Take advantage of this exclusive video opportunity giving your company the chance to promote your expertise to attendees and beyond! Drive more traffic to your booth, increase market exposure, and show your expertise.

- + These exclusive videos will be **filmed, produced, and created on-site** for convenience and distributed through the *ASHHRA Conference Pulse*, **delivered to the entire membership.**
- + Show all ASHHRA members what you have to offer and increase your exposure at ASHHRA's Annual Conference and Expo and beyond!
- + Video will be given for use in other venues!

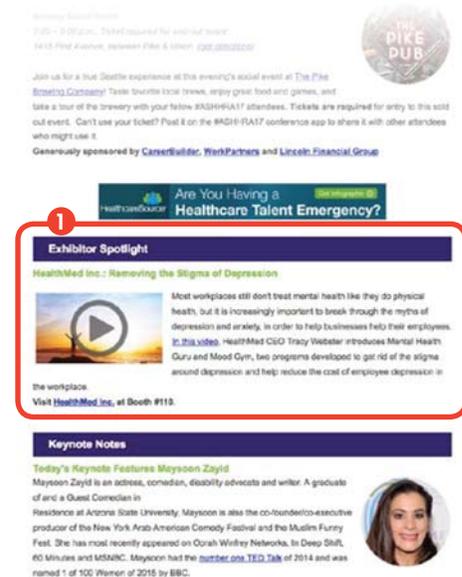


<b>\$5,250</b>	<b>\$3,750*</b> on-site video and digital edition sponsorship bundle	<b>\$2,500*</b> on-site video only	<b>\$2,500**</b> customer-supplied Exhibitor Spotlight video
	<i>*On-site video only and video bundle do not include promotion of video on ASHHRA Conference Pulse eNewsletter</i>		<i>**Customer provides video</i>

Contact your Naylor representative today for more information!

*Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on amount of editorial content supplied each issue.*

*This opportunity is only available to exhibitors.*



# PRINT AND ONLINE SPECIFICATIONS

## Print Specifications

### 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.

### 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](http://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%.

## Online Specifications

For the most up-to-date online specifications, please visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Digital Edition

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

### ASHHRA Website Tile

- + 150 x 120 pixels
- + JPG or GIF accepted
- + File size must be no greater than 100kb
- + Animation must be no longer than 25 seconds (includes multiple loops)

### eBlast Sponsor

- + 640 x 100 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

### Conference Pulse

- + 468 x 60 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

### eNEWS PULSE Horizontal Banner

- + 468 x 60 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

### Rectangle

- + 180 x 150 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

### Benefits & Wellness PULSE

#### Horizontal Banner

- + 468 x 60 pixels
- + JPG only (no animation)
- + File size must be no greater than 100kb

## Print Ad Sizes and Depictions

HR Pulse and Annual Membership Directory & Resource Guide: **Trim Size: 8.375" x 10.875"**

