

Cutting-edge editorial content:

NHRMA Update includes information about strategies, methods and techniques that readers can apply immediately in their own organizations.

With articles written by the HR industry's most authoritative practitioners and consultants in the field, *NHRMA Update* covers a broad range of subjects, including the following:

- Insurance, Group Benefits and Retirement Planning
- Training Concerns and Ideas
- Compliance and Regulatory Issues
- Health Related Topics
- Workplace Diversity
- Local Chapter News and Events
- Legislative and Legal Updates
- Conventions and Educational Seminars
- Technology
- Communication Concerns
- Leadership
- Exit Interviews
- Emergency and Crisis Management
- Morale Issues

2016 Publication & Advertising Schedule

Issue	Artwork Due	Editorial/Artwork Due	Mail Date
Issue 1	Dec 18, 2015	Dec 28, 2015	Jan 21, 2016
Issue 2	April 18, 2016	April 25, 2016	May 20, 2016
Issue 3	Aug 18, 2016	Aug 25, 2016	Sept 19, 2016

Ad Specifications (Width X Height)

* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"
* for bleed, add .125" on all sides	

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

***Ad Design Available, \$250.**

Readers want competitive advantage:

NHRMA Update serves the membership and prospective members of the Northwest Human Resource Management Association. *NHRMA Update* is published three times each year with a circulation of over 12,300 each issue.

NHRMA Update readers are among the most successful HR professionals within the Northwest region. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, office technology, and other assets that can help them recruit and retain quality employees for their organizations.

Our readers represent companies of all sizes within the Northwest region. This is your opportunity to reach the niche market the human resource industry provides.

- Editorial opportunities available, guidelines apply.



2016 Advertising Rates - Full Color

Size	Price Per Term (3 issues)
Full Page	\$3,972.00
1/2 Page	\$2,979.00
1/4 Page	\$2,234.00
Page 3	\$4,222.00
Inside Front/Back Covers	\$4,222.00
Outside Back Cover	\$4,472.00

- All color is process color.
- Ad rates are net.
- Centerfold space available, call for rates.

news/LINK
GROUP

Magazines | Newsletters | Annual Reports

QUESTIONS?

Contact **Don Brown** at:
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