

KANSAS STATE COUNCIL OF SHRM

We are the industry.

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Connect with **nine out of ten** of the HR professionals in Kansas when you advertise in *HR Kansas Works*.

Kansas State Council of SHRM Members:

- Are employed by Fortune 500 companies, international and national corporations, state and local companies as well as nonprofit organizations.
- Are 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.
- Use products and services that vary from staffing agencies and consulting companies to 401K administrators, credit unions, insurance, award/recognition companies, colleges/universities, payroll systems, labor attorneys and more.

Reach the key players in this powerful profession by advertising in KSSHrm's official publication, *HR Kansas Works*.

ABOUT THE PUBLICATION

HR Kansas Works is the Kansas State Council of SHRM's annual magazine and conference guide. The publication **reaches every member** and is frequently used throughout the year as a networking tool and buyers' guide.

ABOUT KSSHrm

Composed of 11 regional chapters, the Kansas State Council of SHRM provides a forum for local chapters to discuss common issues, problems 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.

Our members recognize that **advertiser support makes these publications possible** and realize the importance of doing business with vendors who support their association. **Contact your Naylor account executive today to learn more about advertising with the Kansas State Council of SHRM.**



Advertising in *HR Kansas Works*...

MAXIMIZES EXPOSURE: Special placement within the publication ensures high visibility and relevancy for your ad. Your message can be strategically placed for maximum impact. Call your Naylor account executive for a list of available positions.

ENHANCES VISIBILITY: All advertisers receive a free custom listing in our **Index to Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

DRIVES TRAFFIC: All advertisers receive an **Advertiser.com** listing. Our cross reference highlights your company's Web address to increase online traffic.

*** Bonus Distribution at the 2009 Kansas SHRM Conference!**

CONTACT:

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Fax: (352) 331-3525
aquintero@naylor.com



www.naylor.com



Dear Advertiser:

We invite your participation in our *2009 HR Kansas Works Annual Magazine and Conference Preview*, the official publication of the **The Kansas State Council of SHRM, Inc.** Our members and their colleges will frequently use this publication as a networking source, purchasing tool and information guide throughout the year.

The magazine will be circulated to our membership, the Human Resources professionals in Kansas at over 1,000 mega, large, medium and small companies across the state such as Boeing, Security Benefit Group of Companies, Payless ShoeSource, Hill's Pet Nutrition, Hopkins Manufacturing, MedPlans, The State of Kansas, Commerce Bank and more. Your advertisement will have the opportunity to target those purchasers and decision makers in one of the most rapidly growing markets the human resources industry.

We are partnering with Naylor, LLC, as publisher of the magazine, recognizing their 39 years of experience with trade association publications. We are confident that the professionals at Naylor will provide us with a top-quality publication that will enhance the growing reputation of our organization as "The Association of Choice" within the industry. When a representative from Naylor contacts you, please consider allocating a portion of your advertising dollars to our annual publication.

On behalf of Kansas State Council of SHRM, Inc., we thank you in advance for your advertising support.

Sincerely,

Lisa Carlton, SPHR
2009 State Council Director



Net Advertising Rates

DIRECT-MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Full-Color Rates

Size	1x
Double Page Spread	\$3,479.50
Outside Back Cover	\$2,959.50
Inside Front or Inside Back Cover	\$2,779.50
Full Page	\$2,339.50
2/3 Page	\$1,839.50
1/2 Page	\$1,349.50
1/3 Page	\$989.50
1/4 Page	\$739.50
1/6 Page	\$569.50
1/8 Page	\$439.50

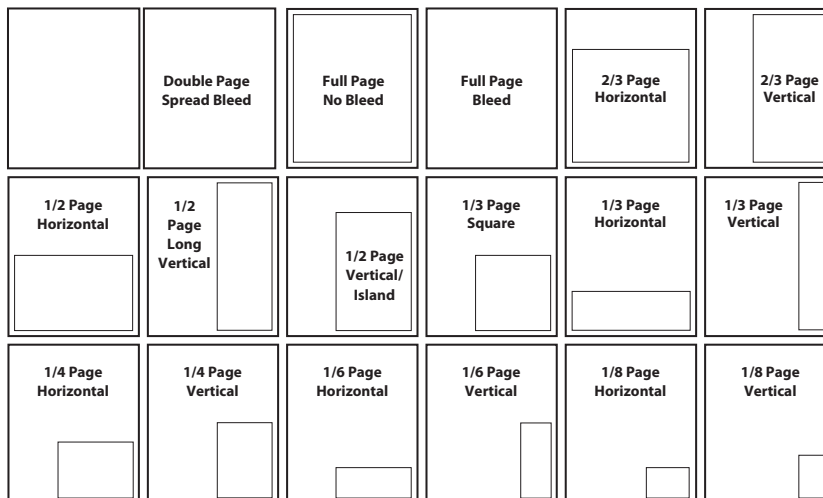
Premium Advertising Options – Ask your representative for specifications

Belly Band: \$3,799.50

Black-and-White Rates

Size	1x
Full Page	\$1,519.50
2/3 Page	\$1,299.50
1/2 Page	\$939.50
1/3 Page	\$719.50
1/4 Page	\$529.50
1/6 Page	\$429.50
1/8 Page	\$339.50

Ad Size Depictions



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-A0009 (LR KHR-A0008 3/18/08)

