



**Northeast Human
Resource Association**



2013 MEDIA KIT



**Connect with NEHRA members and
watch your business grow.**

nehra news monthly eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

www.nehra.com





Northeast Human Resource Association

nehra news

monthly eNewsletter
naylornetwork.com/neh-nwl



NEHRA Quick Facts

- Our members spend an estimated **\$795 million on products and services each year.**
- Our members include:
 - Presidents
 - CEOs
 - Chairs
 - Partners
 - Chief HR officers
 - Presidents of HR
 - Managers
 - Directors
 - Supervisors and other influential personnel in all industries throughout New England.
- We are **the largest Northeast affiliate** of SHRM.

Who We Are

We are **New England's premier human resources association.** Our mission is to lead, advance and influence the management of human resources and its impact on organizational success.

For more than 25 years, we have represented members with purchasing authority such as presidents, chairs and c-level managers.

**Gain access to the members of the Northeast's largest affiliate of SHRM.
Contact your Naylor account executive today!**



About the eNewsletter

Now more than ever, professionals consume information on the go. *nehra news* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 1,900 decision makers on a regular basis
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Rectangle Banner

12 Months | \$2,350 6 Months | \$1,410 3 Months | \$750

- Only six spots available – NO ROTATION
- Placed in between content

Ad Specifications:

- 180 x 150 pixels
- JPG only (no animation)

Distributed Monthly Sections include:

- Featured Articles
- Membership
- Career Center
- Educational Opportunities

eNewsletter Branding Opportunities

To be included in *nehra news*, please select from the options below and then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100 KB. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

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All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (NEH-N0014)

Please sign and return to:

