

2012 Conference Daily Rates

SRM Conference Daily
The Official SHRM Conference Publication June 29, 2011

WEDNESDAY

General Session
10:15-11:45 a.m.

Member Session—Global Reach
11:45 a.m.

General Session
12:15-1:45 p.m.

INSIDE

13 SHRM promotes its thought leadership with new research, research, and more articles

20 SHRM publishes its annual research and isn't afraid

30 SHRM publishes its annual research and isn't afraid

Execs' Advice: Turn Debates into Conversations

BY KATHY GIBBERN
Facing the right questions to ask your business leader can turn a potential debate into conversation.

There are four pillars of HR that will define the success of the business: the business itself, the business leader, the business leader's vision, and the business leader's actions.

HR is the bridge between the business and the business leader. HR is the bridge between the business and the business leader. HR is the bridge between the business and the business leader.

Get Your Wednesday Insertion Free!

Advertise in the Pre-Conference, Sunday, Monday and Tuesday editions and you will get Wednesday free.

Or

Advertise in the Sunday, Monday and Tuesday editions and you will get Wednesday free.

All rates are gross.

4-Color	1X	2X	3X	4X
Two-Page Spread	13,309	12,797	12,340	11,106
Full Page	6,932	6,665	6,427	5,784
1/2 Island	6,440	6,209	5,958	5,362
1/2 Horizontal	5,402	5,164	4,906	4,415
1/2 Vertical	5,402	5,164	4,906	4,415
1/4 Page	4,759	4,654	4,531	4,078

Black & White	1X	2X	3X	4X
Two-Page Spread	9,048	8,595	8,130	7,317
Full Page	4,712	4,476	4,234	3,811
1/2 Island	4,325	4,090	3,690	3,321
1/2 Horizontal	3,296	3,028	2,697	2,427
1/2 Vertical	3,296	3,028	2,697	2,427
1/4 Page	2,722	2,596	2,350	2,115

Cover Rates	
Cover 2	7,053
Cover 3	6,279
Cover 4	7,839

Bellyband	
Bellyband	17,808

MarketPlace Rates	1X	2X	3X	4X
MarketPlace	1,184	1,105	1,070	1,022

Maps and Directory	
Exhibit Hall Map Sponsorship	22,195
Exhibit Hall Logo	4,500
Exhibit Hall Listing	395
City Map Sponsorship	14,500



SHRMConferenceDaily

Specifications

Production Specifications

Printing Process: Web Offset Full Run

Binding Method: Saddle Stitched

Line Screen: 133 lpi

No PMS colors

Ad Sizes: Mechanical Specifications *(Sizes are listed below as width x depth.)*

Full Page

Trim size: 10 7/8" x 15"

Bleed size: 11 1/4" x 15 1/4"

Live area per page: 10" x 14"

Spread

Trim size: 22" x 15"

Bleed size: 22 1/4" x 15 1/4"

Live area per page: 10" x 14"

Fractionals

1/2 Island: 7 1/4" x 10"

1/2 Horizontal: 9 3/4" x 6 1/2"

1/2 Vertical: 4 3/4" x 12 3/4"

1/4 Page: 4 9/16" x 7"

Fractional ads run as non-bleeds.

Do's and Don'ts

- » **DO** set the document size to an individual page trim size. Set up page layout as a single page. (**NOTE:** This also applies to spread ads. We work in a single page environment.)
- » **DO** keep a 1/8" type-to-trim safety margin on all four sides of a page.
- » **DO** add 1/8" bleed on all four sides of page for full-page ads.
- » **DO** make large type and large elements 99% black instead of 100% black if you don't want them to overprint.
- » **DO** embed all fonts in file. Multiple Master fonts are unacceptable.
- » **DO** make image resolution 300 dpi or higher. Enlarging images to have an effective resolution of lower than 300 dpi will result in loss of quality.
- » **DO** make all color files CMYK format with no RGB, LAB or Index color elements.
- » **DO** make sure all line art is 600 dpi.

The best presets for exporting to PDF are as follows:

Standard: PDF/X-1a:2001

Compatibility: Acrobat 4 (PDF 1.3)

These settings best handle any transparency issues.

- » **DON'T** include copydot files inside a PDF.
- » **DON'T** use JPEG compression. It is not supported and should not be used in any element.
- » **DON'T** embed ICC profiles.

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