

# TARGETED EMAILS AND PODCASTS

## Deliver your content directly to ASHRM members.

With ASHRM targeted emails, your company provides the HTML file that ASHRM will send on your behalf to more than **8,000 opt-in member subscribers**. This opportunity is limited to one advertiser per month. Reserve your dates before inventory sells out!

Marketo, January 1 – November 15, 2023

### AD REQUIREMENTS

- Targeted emails must follow [ASHRM Guidelines](#) and content is subject to review and approval. ASHRM also provides simple templated email solution for organizations unable to meet technical email design guidelines.
- No Javascript, tokens and other customized instance specific code generated by marketing platforms.
- Submit materials to [alwalsh@smithbucklin.com](mailto:alwalsh@smithbucklin.com) by 20th of the month prior to run date.



Issue Month	Net Rate
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November through August	\$3,000/email
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September and October*	\$3,500/email
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\*Pre or post Annual Conference email

## Podcast Sponsorship | \$3,000



**1,100+**  
Downloads  
Per Month

ASHRM Podcasts is a quick-moving program with a conversational tone and one-on-one interviews that is offered to all 5,800+ members to download and listen on any podcast platform.

As a podcast sponsor, your speaker(s) or subject matter expert(s) will be interviewed on a topic of your choosing. You'll also have an opportunity to frame the discussion by submitting questions ahead of time.

For additional exposure, the podcast episode will be promoted in select ASHRM marketing channels, including social media, eNews, and ASHRM.org. A link to the podcast will also be provided for your follow-up marketing efforts.