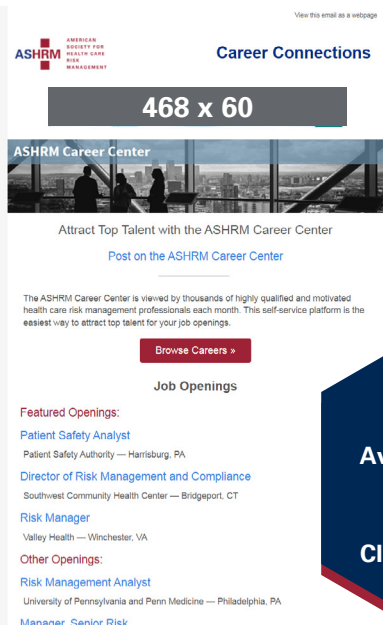


DIGITAL ADVERTISING ASHRM NEWSLETTERS

eNews

Sent weekly to
11,000 subscribers

26%
Average Open Rate
13%
Click to Open Ratio



Career Connections

Sent weekly to
8,000 subscribers

32%
Average Open Rate
11.5%
Click to Open Ratio

Place your message alongside weekly content from ASHRM.

ASHRM delivers two weekly newsletters to alert subscribers of the latest updates, events and opportunities. Keep your brand top-of-mind by advertising in these highly-regarded news sources, or let us help you promote your thought leadership (e.g. white paper, case study) through a special sponsored story placement in our weekly eNews directing members to your content.

Marketo, January 1 – November 15, 2023

ENEWS

Ad Placement/Size	1 Month	3 Months	6 Months	12 Months
Leaderboard (468 x 60)	\$1,600	\$4,200	\$7,200	\$13,000
Middle Banner* (468 x 60)	\$1,400	\$3,600	\$6,000	\$10,400
Bottom Banner (468 x 60)	\$1,200	\$3,000	\$4,800	\$7,800
Sponsored Content (126 x 80)	\$4,000	\$9,600	\$14,400	\$20,800

*Two available

CAREER CONNECTIONS

Ad Placement/Size	1 Month	3 Months	6 Months	12 Months
Leaderboard (468 x 60)	\$1,400	\$3,600	\$6,000	\$10,400
Bottom Banner (468 x 60)	\$1,200	\$3,000	\$4,800	\$7,800

AD REQUIREMENTS

- Acceptable file formats are JPG or GIF.
- Files must be web-ready and under 40kb. Please include URL link.
- Submit sponsored content as Word Document: 6-10 word headline; 20-30 word description; and URL link.
- All advertisements and sponsored content are subject to review and approval by ASHRM.
- Submit artwork to alwalsh@smithbucklin.com by the 20th of the month prior to run date.