

HOT TOPICS IN DIVERSITY

REACH  
5,500

HUMAN RESOURCE PROFESSIONALS

BI-WEEKLY

MEDIA KIT



# MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement to include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows a news website with several articles and advertisements. Callout boxes A through F highlight different ad formats:

- A (Leaderboard):** A horizontal banner at the top of the page with the text "Manage People" and logos for ASHRA and the Institute for Diversity.
- B (Skyscraper):** A vertical advertisement on the right side of the page with the text "MAKE A CHANGE FOR THE GOOD."
- C (Top/Bottom Banner):** A horizontal banner below the main article with the text "Dedicated professionals providing integrated recruitment solutions."
- D (Product Showcase):** A product showcase for Starbucks Coffee Company and Internet Explorer 8 Upgrade, featuring images of coffee and a computer screen.
- E (Callout Text Ad):** A callout text ad for "LAWSON" with the text "Find and identify talent you already have."
- F (Traditional Text Ad):** A small text ad at the bottom of the page with the text "eNewsBrief: Hot Topics in Diversity".

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 7 emails to the 5,500 Human Resource Professionals (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$3000/\$2500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper  
**\$3000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**150k**



Product Showcase  
**\$2950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$2000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$1500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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# HOT TOPICS IN DIVERSITY, POWERED BY MULTIBRIEFS, PROVIDES BUSINESS NEWS AND INFORMATION TO LEADERS AND DECISION MAKERS IN THE HEALTHCARE HR INDUSTRY.

Hot Topics in Diversity tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of human resources professionals, Hot Topics in Diversity keeps them informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the retail facilities management industry.

HOT TOPICS IN DIVERSITY  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN HOT TOPICS IN DIVERSITY:



## CREDIBLE SOURCE

For over 40 years, our members have turned to the association as the informational authority of the industry. Advertising in Hot Topics in Diversity solidifies your place among weekly information provided to ASHRA members.



## TARGETED DISTRIBUTION

Advertising in Hot Topics in Diversity allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Hot Topics in Diversity have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a bi-weekly publication, Hot Topics in Diversity ensures your ad will be seen every other week by our 5,500 subscribers.



## AFFORDABLE

Advertising in Hot Topics in Diversity is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Hot Topics in Diversity has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Hot Topics in Diversity.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.