

**NAYLOR**   
ASSOCIATION SOLUTIONS  
{Achieve **More.**}



# ASHHRA

 **ASHHRA**  
THE HUMAN SIDE OF HEALTHCARE

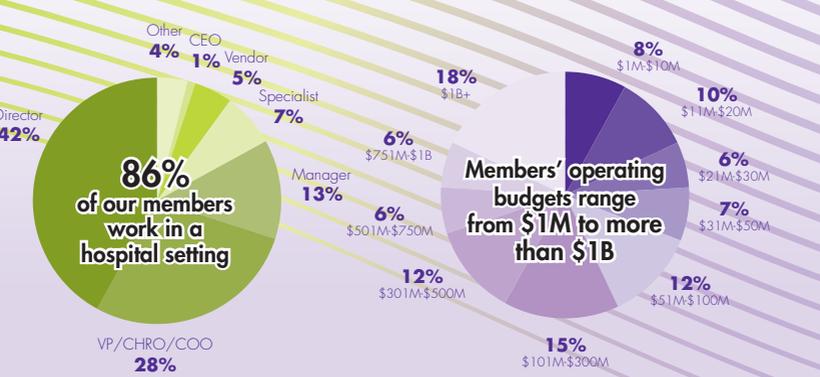
**MEDIA PLANNER**

FOR MORE INFORMATION,  
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The American Society for Healthcare Human Resources Administration (ASHHRA) of the American Hospital Association (AHA) is **the nation's only membership organization** dedicated to meeting the needs of human resource professionals in health care.



# hrPulse

*HR Pulse*, ASHHRAs flagship publication, is available in print and in a fully interactive digital magazine. *HR Pulse* is sent to all of ASHHRAs membership and serves as the industry resource for health care HR professionals. The magazine's extensive article base and diverse topics provide a sound way for test-takers to prepare for the Certified in Healthcare Human Resources (CHHR) exam.



- READERS INCLUDE:**
- Chief Human Resource Officers
  - Vice Presidents/Directors of Human Resources
  - Directors/Managers of Recruitment
  - Assistant Directors of Human Resources
  - Human Resource Specialists

**3 out of 5 readers prefer purchasing products from companies that advertise in ASHHRAs media.**

## HR Pulse thought leadership & content marketing opportunities

Position your company as a thought leader and solution provider in the industry! Include your thought leadership piece in *HR Pulse* magazine to educate ASHHRAs members regarding the benefits of using your product or service.



### Sponsored digital edition eblast

Enjoy the benefits of targeted email marketing! Include your message in the sponsored digital edition eblast. Your message will reach the entire ASHHRAs membership when each new edition of *HR Pulse* magazine is distributed.

## Annual Membership Directory & Resource Guide



Members use the directory throughout the year as an informational guide, networking resource and purchasing tool.

**2 out of 3 of members reference the directory as many as 10 times over a 12-month period.**

**AFTER SEEING AN ADVERTISEMENT IN THE DIRECTORY:**

**More than half of the readers passed the information to someone else.**

**3 out of 5 readers visited the advertising company's website.**

## eNews Pulse Newsletter

Delivered to the inbox of 2,000 healthcare HR professionals nationwide monthly! [naylor.com/ahh-nwl](http://naylor.com/ahh-nwl)



Provides a variety of timely topics for health care HR leaders such as: workforce strategies, recruitment and retention, compensation, health care workforce initiatives and the latest health care HR trends.

## Benefits & Wellness Pulse

Delivered to the inbox of 2,000 ASHHRAs members in medical clinics and acute care facilities monthly!  
[naylor.com/ahh-health](http://naylor.com/ahh-health)



**LIMITED TO FIVE COMPANIES**

Delivers key updates on the ever-changing benefits landscape along with information about healthy workplace trends and their positive impact on a productive workforce.

## Career Pulse Newsletter

Delivered to 2,000 health care HR professionals nationwide weekly!  
[naylor.com/ahh-careerCenter](http://naylor.com/ahh-careerCenter)

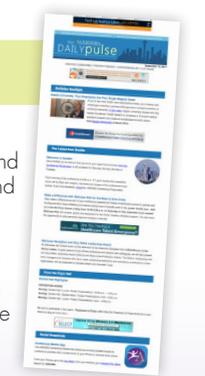


*Career Pulse* keeps ASHHRAs members up to date on the latest HR job postings, health care hiring trends and career resources and articles. In addition to ASHHRAs members, opt-in subscription means you get your company's message in front of HR executives who are making hiring decisions.

## ASHHRA Conference Pulse

Delivered six times to the entire membership and attendees of the conference before, during and after the conference!

Delivered directly to the inboxes of ASHHRAs members and conference attendees, the *ASHHRA Conference Pulse* is filled daily with fresh content and features exclusive conference event coverage, learning session highlights and takeaways, attendee interviews and show floor news!



**Exclusive exhibitor spotlight video.** Increase traffic to your booth! Include your company's video in the *ASHHRA Conference Pulse*. This is an exclusive position per day, and treated on a first come, first serve basis. Rate includes all production, filming, planning and promotion.

## ASHHRA.org advertising

As the #1 search engine result for *health care human resources*, the ASHHRAs website is the gateway for members and health care HR professionals to access information and resources about the association and the field.

### ASHHRA.org receives an average of:

- 11,400+ visits per month
- 7,600+ unique visits per month
- 31,900+ pageviews per month



Contact us for a FREE specialized quote, tailored to your company's needs:

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