A PASSION TO SERVE

SALES & MARKETING

Marketing: Tools & Strategies
Value & The Market
Sales Process & Productivity

PUBLISHED BY THE NATIONAL ASSOCIATION OF PROFESSIONAL EMPLOYER ORGANIZATIONS®

VOL. 24  ISSUE 8
OCT 2020
PARTNER WITH NAPEO

DYNAMIC INDUSTRY
IMPRESSION REACH

PEO Insider is your best link to the dynamic PEO industry. PEO Insider is mailed to approximately 4,500 decision-makers in the PEO industry every month. Additionally, several issues feature bonus distribution opportunities that provide value-added exposure for advertisers. NAPEO’s PEO members range in size from start-up PEOs to large, publicly held companies with years of success in the industry.

BY THE NUMBERS:

Approximately 300 PEO members
Operating in all 50 states
Providing services to 175K businesses
Employing 3.7M people
Representing about 85% of the industry’s revenues

More than ever, American businesses are looking to professional employer organizations (PEOs) for integrated business services that more effectively manage critical human resources responsibilities and employer risks. Part of the growing HR outsourcing trend, the PEO industry is marked by robust growth, unlimited potential, and endless possibilities for profit.

PEOs operate in all 50 states and involve nearly every type of business. Penetrate the PEO market and you’ll gain an efficient channel to small and mid-sized businesses that have outsourced their human resources responsibilities and benefits programs to PEOs, and the approximately 3.7 million employees who work for them.

PARTNER WITH NAPEO TO REACH AMERICA’S MOST INNOVATIVE EMPLOYERS

The National Association of Professional Employer Organizations (NAPEO) is dedicated to growing, promoting, and supporting the PEO industry. NAPEO offers a multitude of marketing channels for companies seeking to promote their products and services to the lucrative PEO marketplace. This one-stop shop includes advertising opportunities in PEO Insider, associate membership, exhibits at NAPEO’s Annual Conference & Marketplace, sponsorships at NAPEO’s events, and much more.
New and improved for 2021, NAPEO’s Medallion packages—Industry Champion, Black, Diamond, Diamond, Platinum, Gold, Silver, & Bronze investment levels—offer sponsors an array of opportunities to maximize their presence at NAPEO industry events. Each Medallion level provides set core benefits, plus additional and discretionary benefits. Medallion partners may also add on from our list of sponsor and advertising event options to maximize branding and exposure to NAPEO’s members at a discounted rate. Please inquire for more information and the comprehensive list of additional marketing opportunities. Shown below are sample Medallion programs in various investment levels. Let NAPEO customize a program that best fits your company’s marketing goals to ensure you meet your objectives.

Medallion levels offer an unlimited number offered per category and do not include category exclusivity.

### 2021 MEDALLION PARTNERSHIP PROGRAM

**AN ARRAY OF OPPORTUNITIES**

<table>
<thead>
<tr>
<th>Marketing Elements (Based on à la carte pricing)</th>
<th>Industry Champion</th>
<th>Black Diamond</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medallion Package Baseline Investment</td>
<td>$150,000+</td>
<td>$75,000 - $149,000</td>
<td>$50,000 - $74,000</td>
<td>$35,000 - $49,000</td>
<td>$30,000 - $34,000</td>
<td>$25,000 - $29,000</td>
<td>$20,000 - $24,000</td>
</tr>
<tr>
<td>Event Sponsorship Package Options</td>
<td>Industry Champion Package for all 4 core events ($100,000)</td>
<td>Partner for all 4 core events ($47,000)</td>
<td>Supporter for PCS &amp; ACM &amp; Benefactor for RMW &amp; CFO ($26,500)</td>
<td>Friend for PCS &amp; ACM ($22,000)</td>
<td>Friend for PCS &amp; ACM ($7,500)</td>
<td>Friend for PCS &amp; ACM ($7,500)</td>
<td>Friend for PCS &amp; ACM ($7,500)</td>
</tr>
<tr>
<td>PED Insider Advertising</td>
<td>10 Full-Page Ads ($33,000)</td>
<td>10 Full-Page Ads ($33,000)</td>
<td>10 Full-Page Ads ($33,000)</td>
<td>6 Full-Page 10 Ads ($21,600)</td>
<td>Half-Page Ads ($20,000)</td>
<td>6 Half-Page Ads ($13,200)</td>
<td>6 Third-Page Ads ($8,100)</td>
</tr>
</tbody>
</table>

**Host a Virtual First Friday**

- Host your webinar with your content presented to attendees on one selected month in 2021. Value of $3,600.

**Marketplace Exhibit Booth**

- 20' Peninsula Booth ($10,350)
- 10x20' Booth ($5,600)
- 10'x10' Booth ($2,800)

**Full Page Ad in the Financial Ratio & Operating Statistics Survey**

- Run of book, black/white ad, or covers where available.

**Bonus Exhibitor Points**

- 600 Points
- 600 Points
- 500 Points
- 300 Points
- 200 Points
- 150 Points
- 100 Points

**Discounts on Additional NAPEO Event Sponsorships***

- 15% Discount
- 15% Discount
- 12% Discount
- 10% Discount
- 8% Discount
- 7% Discount
- 5% Discount

**Discretionary Investments**

- $15,500
- $2,300
- $0
- $0
- $0
- $0
- $0

**Total Gross Package Price**

- $165,000
- $94,000
- $65,300
- $49,400
- $33,300
- $26,500
- $21,400

**INCLUDED IN ALL PROGRAMS:**

- **NAPEO Associate Membership dues:** $1,000/year
- **Discretionary Investments Based on Your Marketing Objectives & Budget:** Additional meetings, on-site event sponsorships, & advertising.
- **Prominent Logo Placement:** Onstage backdrops, on-site signage, etc., where available.
- **Verbal Recognition of Sponsors:** During opening and closing remarks by NAPEO’s President & CEO.

**TOTAL VALUE-ADDED BENEFITS FOR ALL PROGRAMS:**

- **Sponsor recognition in PED Insider:** $1,500 value
- **Use of Medallion Logo in all Ads & Marketing Collateral:** $250 value
- **Ribbon Recognition at all NAPEO Events:** $250 value
- **Medallion Sign for Exhibit Booth:** $250 value
- **Glass Medallion Award:** $250 value

**Payment Terms:** 5% discount available for pre-payment (to receive 5% pre-payment discount on non-dues elements, full payment must be received by 1/31/2021). All others payable in three installments (50%/25%/25%).

**Prior year Medallion account status will not carry over without a signed Medallion Agreement.**

**Maximum amount allowable charged on credit card is $10,000/member Company per year.**
2021 PEO INSIDER EDITORIAL PROFILE

REFLECTING A VIBRANT INDUSTRY

With a sleek, modern look and an engaging new format that reflects a vibrant and growing industry, PEO Insider is the place to be for advertisers looking to reach PEO leaders and decision-makers. Readability, relevance, refreshing insight, and technical expertise are the hallmarks of the new PEO Insider, and there is no more effective and impactful way to get your message to the right people in the industry.

ISSUE FOCUS:
Each issue of PEO Insider focuses on an overarching issue of importance to the PEO industry. Each article examines one aspect of the issue, with varying perspectives and approaches provided from peers in the industry.

TRACKS:
Each track examines subject matter in the PEO context in a variety of ways: Commentary/perspective, questions and answers, case histories, success stories, best practices, infographics and statistics reports, point/counterpoint, discussion and debate, and interviews and profiles.

Letter from the NAPEO Chair
NAPEO Board news, global industry issues, NAPEO initiatives, and reflection and perspective from the NAPEO Chair

Quick Hits
The latest nuggets of relevant information pertinent to PEOs: who/what/where, breaking news, industry stats

PEO Voices
Point/counterpoint on important issues, discussion of industry trends, compelling and controversial industry issues, industry threats and challenges, C-level strategies, up-and-comers and rising stars, and PEO impact on the community

Legal, Legislative, & Regulatory
Legal hot topics, federal and state regulatory and legislative updates, healthcare from the regulatory perspective, and laws and regulations that affect the various areas of the PEO: HR, operations, benefits, insurance, payroll, tax

HR, Employment, & Benefits
Human resources and benefits developments, workforce and employment issues, strategic and transactional HR, benefits administration, workers’ compensation, and risk management and insurance

Operations & Technology
Payroll policies and procedures, budgeting/finance/accounting, cybersecurity, the PEO operating platform and infrastructure, innovative ideas, new technologies

PEO Growth
Traditional marketing and sales strategies and tactics, digital marketing and social media strategies and tactics, market research and trends, the PEO value proposition, solutions to common sales and marketing problems, PEO industry statistics, economic updates, and leveraging IRS certification

Letter from the NAPEO President
Events, issues, and insight from the NAPEO President and CEO

IMPROVING THE BUDGETING PROCESS
MAXIMIZING YOUR TECHNOLOGY INVESTMENT
PREPARING NOW TO DRIVE LONG-TERM PERFORMANCE
GETTING YOUR PEO BACK ON TRACK AFTER COVID-19
NOT YOUR MAMA’S MEWA
## 2021 PEO INSIDER EDITORIAL CALENDAR & ADVERTISING DEADLINES

### REFRESHING INSIGHT

<table>
<thead>
<tr>
<th>Date</th>
<th>Ads Close:</th>
<th>Materials Due:</th>
<th>Issue Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>January 25</td>
<td>February 5</td>
<td>Women’s Leadership: Experiences of Women in the PEO Industry, Issues Important to Women, Women’s Leadership</td>
</tr>
<tr>
<td>April</td>
<td>February 15</td>
<td>March 1</td>
<td>The New Benefits Landscape: Revisiting Open Enrollment Strategy, The Increasing Importance of Wellness, EAPs, &amp; Flex Plans, New Insurance Demands</td>
</tr>
<tr>
<td>June/July</td>
<td>April 15</td>
<td>April 29</td>
<td>Budgeting &amp; Finance: Mid-Year Budget Check, New Considerations &amp; How They Are Playing Out, How to Help Clients Rebuild &amp; Recover</td>
</tr>
<tr>
<td>October</td>
<td>August 13</td>
<td>August 25</td>
<td>Marketing &amp; Sales: NAPED’s Annual October Push, Parleying PEOs’ Proven Value into Marketing, The New Sales Landscape</td>
</tr>
<tr>
<td>November</td>
<td>September 15</td>
<td>September 29</td>
<td>M&amp;A Update: M&amp;A Activity, Interest in PEO Industry, Strategies</td>
</tr>
<tr>
<td>December/January</td>
<td>October 15</td>
<td>October 29</td>
<td>Opportunity, Diversity, &amp; Inclusion: Business Advantages of Diversity, Updating HR &amp; Developing Best Practices, Success Stories</td>
</tr>
</tbody>
</table>

Topics are subject to change
# 2021 PEO INSIDER ADVERTISING RATES & SPECIFICATIONS

NAPEO SERVICE PARTNER MEMBERS SAVE 40% ON ADVERTISING RATES!

<table>
<thead>
<tr>
<th>Inside Ad Pages</th>
<th>MEMBER RATES</th>
<th>NON-MEMBER RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD SIZE</td>
<td>1x</td>
<td>6x</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,905</td>
<td>$3,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,425</td>
<td>$2,200</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,550</td>
<td>$1,350</td>
</tr>
<tr>
<td>2nd Cover (Inside Front)/Page 2 (2-Page Spread)</td>
<td>$5,825</td>
<td></td>
</tr>
<tr>
<td>3rd Cover (Inside Back)</td>
<td>$3,550</td>
<td></td>
</tr>
<tr>
<td>4th Cover (Outside Back)</td>
<td>$3,800</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cover Ads</th>
<th>MEMBERS ONLY</th>
<th>10X ONLY, PER AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover (Inside Front)/Page 2 (2-Page Spread)</td>
<td>$5,825</td>
<td></td>
</tr>
<tr>
<td>3rd Cover (Inside Back)</td>
<td>$3,550</td>
<td></td>
</tr>
<tr>
<td>4th Cover (Outside Back)</td>
<td>$3,800</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Specialty Ads</th>
<th>MEMBERS ONLY</th>
<th>1X (PER AD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread (Run of Book)</td>
<td>$6,900</td>
<td></td>
</tr>
<tr>
<td>Belly Wrap*</td>
<td>$6,400</td>
<td></td>
</tr>
<tr>
<td>Tip-On Cover or Gatefold</td>
<td>Call for pricing</td>
<td></td>
</tr>
</tbody>
</table>

* Minimum of 1/2 page ad must run in issue with belly wrap.

<table>
<thead>
<tr>
<th>Inside Ad Pages</th>
<th>MEMBER RATES</th>
<th>NON-MEMBER RATES</th>
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<td>$1,550</td>
<td>$1,350</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Electronic Advertising</th>
<th>PER YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAPEO Enews (120 x 240 pixels)</td>
<td>$6,750</td>
</tr>
<tr>
<td>NAPEO Forum (125 x 1000 pixels)</td>
<td>$6,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>DIMENSIONS INCHES</th>
<th>DIMENSIONS DECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Full Bleed</td>
<td>8-5/8” x 11-1/8”</td>
<td>8.625” x 11.125”</td>
</tr>
<tr>
<td>Full Page Non-Bleed</td>
<td>7-3/8” x 9-7/8”</td>
<td>7.375” x 9.875”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-3/8” x 4-7/8”</td>
<td>7.375” x 4.875”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4-7/8” x 7-3/8”</td>
<td>4.875” x 7.375”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4-7/8” x 4-7/8”</td>
<td>4.875” x 4.875”</td>
</tr>
<tr>
<td>2-Page Spread Full Bleed</td>
<td>17-1/16” x 11-1/8”</td>
<td>17.025” x 11.125”</td>
</tr>
<tr>
<td>2-Page Spread Non-Bleed</td>
<td>15-3/4” x 9-7/8”</td>
<td>15.750” x 9.875”</td>
</tr>
<tr>
<td>PUBLICATION TRIM SIZE:</td>
<td>8-3/8” x 10-7/8”</td>
<td>8.375” x 10.875”</td>
</tr>
</tbody>
</table>

**CALL FOR SPECIFICATIONS:** Belly Wrap, Tip-On, Gatefold

**SPECIAL PLACEMENT:** Guaranteed position of advertising billed at current rates plus a 15% surcharge.

**PRINT ADVERTISING COMMISSION:** 15% of gross billing paid on space, color, bleed, and position when the client is billed for insertions (in-house agencies/marketing departments excluded from commission).

**Guidelines for Preparing Ad PDFs:**
- Please convert all RGB and spot colors to 4/C process

**WHEN EXPORTING PDF FILE:**
- General Menu:
  - Select “Adobe PDF Preset: High Quality Print”
  - Select “Compatibility: Acrobat 5 (PDF 1.4)”
- Marks and Bleeds Menu (full-page and 2-page spread bleed ads only):
  - Select “All Printer’s Marks”
  - Weight: 0.25 pt
  - Offset: 1/16”
  - Bleed: 0.125”
  - All photos, logos, and images in ad must be 300 dpi

Please email pdf files to nbenoudiz@napeo.org.

**Full-Page Bleed Ads Require Bleeds & Crop Marks**

**BLEED AREA:** Safety Margin for Bleed Ads. Extend any background art 3/16” beyond the edge of the page (black border) on any bleed edges. If not extended, ad will not bleed properly. Crop marks inside of orange bleed area may show on printed ad.

**PAGE TRIM:** Finished Size of Magazine. Keep all type and images at least a 1/2 inch inside page edges, shown by the black border. Type and logos outside the black border will be cut off during trimming.

**AVOID TYPE & LOGOS IN THIS AREA:** Type and logos in the blue area may be cut off during trimming.

**SAFE AREA:** Keep all type and logos within the green area. Any type or logos outside the green area could be too close to the edge of the page or be cut off during trimming.

**FOR AD RESERVATIONS**

and questions about ad specifications, contact Nancy Benoudiz at 703/739-8169 or nbenoudiz@napeo.org.
Exhibit at NAPEO’s Marketplace Trade Show

Investment varies by event, but sponsorships range in price from $250 to more than $10,000. If you’re looking for a way to increase name recognition within the PEO industry or make a big splash with a new product line or service, consider a sponsorship at one of NAPEO’s upcoming educational events. You’ll have hundreds of potential clients gathered in one spot, focused on your marketing message. Our sales director will work with you to design an event that fits your budget and meets your marketing goals. See NAPEO’s 2021 Sponsorship Menu for details.

Sponsorships are offered for the following 2021 events and programs:

- Risk Management Workshop
- PEO Capitol Summit
- CFO & Payroll Seminar
- NAPEO’s Leadership Council Forum Series
- NAPEO’s CEO Forum—Full Series or Individual Events
- PEO University
- Women’s Leadership Group Sponsorship Series
- NAPEO’s First Friday’s (Virtual)
- NAPEO’s Branded Webinar Series
- Community Conversations
- NAPEO’s Board of Directors Dinners/Entertainment
- NAPEO PAC Appreciation Event at Annual Conference (Must have PAC Solicitation form on file)
- NAPEO Pulse Survey
- NAPEO’s Financial Ratio & Operating Statistics Survey Advertising

* Subject to availability

See NAPEO’s 2021 Sponsorship Menu for details.

Sponsorship Opportunities Throughout the Year

**For companies that initially signed up to exhibit in 2020 and “rolled over,” booth pricing was grandfathered for 2021’s Marketplace. For companies that initially signed with NAPEO for 2020 booth space and requested refunds, rates offered for booth space will be at the 2021 rates shown.

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>MEMBER RATE**</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>$2,800</td>
<td>$6,300</td>
</tr>
<tr>
<td>10’ x 20’ Booth</td>
<td>$5,600</td>
<td>$9,100</td>
</tr>
<tr>
<td>Peninsula 20’ x 20’</td>
<td>$10,350</td>
<td>n/a</td>
</tr>
</tbody>
</table>

* Subject to availability

Visit www.napeo.org/events for details and locations.
Advertising in *PEO Insider* is just the beginning. NAPEO offers a host of marketing opportunities designed to heighten your success in generating business within the PEO and HR outsourcing industry. As a service provider to the PEO industry, we invite you to become a part of this exciting organization and put our associate member benefits to work for you and your company.

**Referrals through NAPEO’s Online Directory**
Your NAPEO online membership listing includes complete contact information, a description of your company’s services, as well as inclusion in up to three service categories and hyperlinks to your corporate website and email address.

**Valuable Discounts on Advertising and Exhibits**
NAPEO Associate Members receive significant advertising, exhibit, and sponsorship discounts.

**Use NAPEO as Your PEO Industry Networking Forum**
Associate members enjoy access to speaking opportunities and committee participation, as well as authorship opportunities in *PEO Insider*. Share your expertise while gaining valuable exposure within the industry.

**NAPEO's Distinctive Associate Member**
Use NAPEO’s Associate Member logo to tout your company’s membership status in advertising and marketing materials, including websites, brochures, and stationery.

**Education Vital to Your Success**
The Source for PEO Education,* NAPEO offers educational programming throughout the year on all aspects of the PEO industry. Associate members enjoy significant discounts on registration fees at conferences and specialty seminars. Your membership dues include *PEO Insider* for those in your company.

**Online Member Resources**
This access includes NAPEO Legal Review and NAPEO Legal Insights publications in an extensive online library, and a searchable five-year archive of *PEO Insider* articles.

**Online Access to NAPEO’s Regulatory Database**
A comprehensive tool that provides detailed information about PEO licensing and registration, workers’ comp, unemployment insurance, health benefits, and more in all 50 states and at the federal level.

**Electronic Membership Directory**
This valuable resource is provided twice a year and includes comprehensive contact information for senior managers within our PEO member companies (for privacy protection, this list does not include email addresses). Use it to update your prospect list or to facilitate direct marketing campaigns.

**NAPEO’s Financial Ratio & Operating Statistics Survey**
This comprehensive report provides valuable insight into PEO industry trends.

All of these services are available through membership in NAPEO for an annual fee of $3,000. All memberships expire 12/31/2021.

**CONTACT**
Nancy Benoudiz at 703/739-8169 or nbenoudiz@napeo.org to discuss your 2021 associate membership, sponsorships, exhibit booth, and advertising plans.

**NAPEO**
National Association of Professional Employer Organizations
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703/383-0466 • info@napeo.org • www.napeo.org