



*Targeted
Optimized
Integrated*



Banner Advertising

- ◆ Homepage
- ◆ Interstitial
- ◆ Contextual
- ◆ Special Reports



E-newsletter Opportunities

- ◆ E-newsletter Sponsorships
- ◆ E-blasts
- ◆ Webinars

Overview

Integrated Editorial

More than an Online Magazine

Human Resource Executive Online® is an interactive resource designed specifically for directors and vice presidents of HR. *Human Resource Executive Online*® represents a wide variety of offerings that utilize the inherent strengths of interactive technologies such as timely information delivery, interactive opportunities and database capabilities to deliver users breaking news, unique insights and extensive reference materials. The full-time editorial staff works with exclusive partners such as Cornell University to ensure the editorial product is insightful, strategic and timely.

HREOnline® Features:

- ◆ **Human Resource Executive® Archive** - Access to all articles and special sections featured in print editions and *HREOnline*®.
- ◆ **HR Internet Search** - Powered by **workindex**, the leading HR search function featuring more than 4,600 company listings.
- ◆ **Exclusive Columns** - Columns specifically written for *Human Resource Executive Online*®.
- ◆ **HR News** - Edited for senior HR executives and updated daily.
- ◆ **Webinars** - Exclusive interactive educational opportunities.
- ◆ **Integrated Print/Online Content** - Expanded versions of articles in the magazine including interview transcripts, additional graphics, maps, etc.
- ◆ **Exclusive Partnerships** - *HREOnline*® features exclusive partnerships including Legal Clinic by Proskauer Rose, Technology Provider Directory by Knowledgestorm and Workindex HR Internet Search by Cornell University.

PROSKAUER ROSE
Produces Results™

KNOWLEDGESTORM

CORNELL
ilr

Banner Advertising



Build brand awareness and visibility while driving traffic to your Web site.

Human Resource Executive Online® provides the ideal environment for advertising banners that help you launch new products, reposition brands, drive traffic to your Web site, generate sales leads, enhance awareness of your brand or promote special offers. Select among the locations outlined below.

Home Page

Leaderboard

Premium, fixed-position banner featured on the *HREOnline*® home page. Banner is placed at the top of the home page and all non-category content pages.

Rich media can be served from the leaderboard position.

Skyscraper

Fixed-position banner featured along the right side of the *Human Resource Executive Online*® home page.

Buttons

Fixed-position banner buttons featured along the right side of the *Human Resource Executive Online*® home page.

Bottom

Fixed-position banner featured on the *Human Resource Executive Online*® home page.

Interstitial Advertising

Premium single-sponsored advertising opportunities designed to deliver your marketing message with maximum impact.

Interstitial advertisements provide an excellent opportunity for focusing a visitor's attention on your core marketing message. *Human Resource Executive Online*® offers a full-page, single-sponsor ad that appears as the *Human Resource Executive Online*® home page loads.

Contextual Advertising

Reach the right people at the right time.

Human Resource Executive Online® contextual advertising allows you to reach prospects when they express interest in a topic related to your product or service.

Benefits of Contextual Advertising

- ◆ Targeted
- ◆ Synergy between message and content
- ◆ Reach prospects predisposed to your products and services at key moments in the research or buying process

HREOnline® offers the following content areas:

- ◆ General Content/Run of Site
- ◆ News and Analysis
- ◆ Benefits and Insurance
- ◆ Compensation
- ◆ Outsourcing
- ◆ Staffing/Recruitment
- ◆ Training
- ◆ Technology
- ◆ Relocation
- ◆ Retirement

Special Reports

Human Resource Executive Online® offers exclusive, topic-specific special report sponsorships that offer extremely targeted marketing opportunities. The exclusive sponsorship structure includes:

- ◆ Mention on the *Human Resource Executive Online*® home page
- ◆ Link to sponsor's site
- ◆ Page wrap banner advertisements on all articles (Leaderboard & Skyscrapers)
- ◆ Mention on the online e-mail update blasted to 73,000 subscribers

Benefits category advertisements are served with the benefits story.

Lead Generating Opportunities



Deliver your message to the right people.

Human Resource Executive Online® offers informative, must-read e-newsletters targeted to senior-level HR executives and 73,000 HR professionals delivering news, insight and timely updates.

HREOnline® Update

Build on your print advertising message.

The *HREOnline*® Update is distributed in conjunction with the print edition's mailing and the posting of new feature content on the *HREOnline*® web site. For our readers, this is their sneak peak at the upcoming issue and a first look at your advertising message. Maximize your marketing campaign by following our editorial calendar to target specific content.

Frequency: Issue based

Inventory: 3 Sponsorships, 1 Leaderboard

HR News Analysis

Reach senior-level HR executives.

Breaking news and information delivered to our opt-in subscribers on a regular basis. Editors compile a synopsis of the week's top HR news stories and also include original analysis pieces.

Frequency: 3 or 4 times a month

Inventory: 3 Sponsorships, 1 Leaderboard

Single-Sponsor Blast

Your message and content ... our opt-in e-mail list.

Your custom e-newsletter can be delivered to 73,000 *Human Resource Executive*® e-mail subscribers who have asked to receive these special announcements. Excellent opportunity to promote a new product, white paper or seminar.

Inventory: Single sponsorship

Success Story Blast

Blast case studies highlighting your success

Your case study or success story will be blasted to 73,000 senior-level *Human Resource Executive*® subscribers. This is your opportunity to tell HR leaders how your product or service can solve the business problems they face every day.

Inventory: Single sponsorship

Exclusive Online Columnist Newsletters

Human Resource Executive® features leading experts writing monthly columns exclusively for *HREOnline*'s® site. Updates are e-mailed monthly, alerting subscribers to new columns and providing a brief summary of the latest column.

Frequency: Monthly

Inventory: Leaderboard



HR Strategy Peter Cappelli



Legal Clinic Tracey I. Levy



Benefits Dallas Salisbury



Technology Bill Kutik

Webinars

Webinar sponsorships on *Human Resource Executive Online*® help you capture immediate, quality leads. This powerful and engaging marketing platform develops brand affinity, invites interaction and educates prospective clients. *HREOnline*® Webinars give you access to participants who have already demonstrated a significant level of interest in what your company has to say.

Webinar sponsorship includes:

- ◆ Mention of the event on the *HREOnline*® home page
- ◆ Sponsor logo on e-mail invitations
- ◆ Sponsor slide at beginning and end of Webinar
- ◆ Opportunity to post recorded Webinar on your Web site
- ◆ Full contact information of pre-registrants/attendees

HREOnline® Webinars will help you offer informative, valuable content and real-time polling to an attentive audience. Let our content experts supply the speakers and editorial content on a topic of your choice.