

HRO TODAY

EXCLUSIVELY FOR SENIOR HR OFFICERS

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Building Your 'Unfair' Advantage
to Retain Top Talent

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on the Move



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Delivering ROI Since 2002!

Each year, HR service providers are given a mandate to become more efficient, effective, and profitable. Your success depends on your ability to translate your business goals into a marketing strategy that resonates with the most senior HR executives. This means your strategy and planning need to work together for optimal success—enter the *HRO Today* integrated media platform.

Delivering ROI since 2002, *HRO Today's* integrated platform offers the broadest and deepest reach into the human resources industry available anywhere. Our magazines, web portals, research, e-newsletters, events, and social networks reach over 180,000 senior-level HR decision makers with rich, objective, game-changing content. Our strength is our reach and the *HRO Today* Baker's Dozen Rankings.

Serious marketers use every tool in the *HRO Today* tool kit, from print and native ads, market research, and thought leadership channels to visual storytelling and influencer social media programs. The *HRO Today* brand continues to evolve as we add podcasts, microcasts and invitation-only topic briefings to our arsenal.



HRO Today Fast Facts...

Readership With Influence:

- **97%** of readers are decision makers who influence HR strategy at their companies.
- **74%** of readers are VP/directors and above.
- *HRO Today* readers' companies average nearly **\$10 Billion** in global revenues.
- *HRO Today* readers have an average of **27,010** full-time employees globally.

Compelling Content:

- **96%** have taken action based on something they read.
- **90%** say that *HRO Today* is an objective source of information about the industry.
- **84%** say that *HRO Today* is a well-written publication.
- **87%** say that *HRO Today* provides actionable information.
- **78%** say that *HRO Today* helps them think strategically about their organization.

Committed:

- *HRO Today* subscribers have been reading for an average of **5 years**.
- *HRO Today* readers spend nearly **1 hour** with each issue of *HRO Today*.

HRO TODAY Baker's Dozen
Customer Satisfaction Ratings

The Power of *HRO Today's* Baker's Dozen Customer Satisfaction Ratings:

71% reference the Baker's Dozen customer satisfaction rankings during their RFP/provider selection process.

80% say that a ranking on the Baker's Dozen lists influenced their decision when selecting a provider.

Our Audience: **Exclusively Senior HR Officers**

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Head of Human Resources
Zurich, North America



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Adriene McCoy
CHRO
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Our Audience: Exclusively Senior HR Officers

HRO Today Readers Include...



Marcia Morales-Jaffe,
Former SVP and
Chief People Officer
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Audrey Van Luven
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Christiana Care Health System



Peter Vermeulen
Head of HR Americas
The Linde Group



Pat Wadors
CHRO & SVP of the
Global Talent Organization
LinkedIn



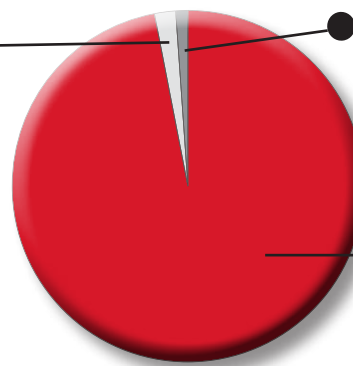
Carla Williams
HR Director
Alcorn State University



Kathy Zwickert
Chief People Officer
NetSuite

What is your role when choosing HR service providers for your company?

2%
No role pertaining to companies use of outsourced providers



1%
Work with providers but have no input about which providers are used

97%
Make the final decision or have input!

Strategic Editorial for HR Executives



A Great Read Delivers Great Leads

The *HRO Today* publishing platform is read by more than **180,000** HR executives worldwide!

74% are VP/director title and above

55% have over \$1M spend authority

Pass-along brings *HRO Today* readership to over **200,000**

HRO Today Magazine Covers the Latest Trends In:

- Employee engagement
- Company culture
- Leadership development
- Total workforce solutions
- Recruitment process outsourcing (RPO)
- Recognition
- Contingent labor
- HR technology
- Relocation
- Screening
- Payroll
- Diversity



NEW FOR 2019!

- Driving High Engagement and Retention with a TWS
- Getting the Most Value from Employee Engagement Surveys
- Leveraging RPO to Attract Boomerang Employees
- Enhancing Relocation with Mobile Technologies
- Metrics that Show the ROI of Recognition
- Communicating Culture During the Onboarding Process
- Ensuring Drug-Free Workplaces in the Age of Marijuana Legalization
- Innovative Ways to Reduce Healthcare Costs
- Learning Driving Leadership Development

Strategic Editorial for **HR Executives**

ISSUE	EDITORIAL	AD CLOSE
JANUARY/ FEBRUARY	<ul style="list-style-type: none"> • Exclusive Insight: CHROs Leading HR Service Partner Organizations • 2019 Superstars: Up-and-Comers • Baker's Dozen Talent Management Technology • Motivating and Empowering Managers Through Recognition • Driving High Engagement and Retention with a TWS • Healthcare and Benefits: What Today's Employees Want • <i>HRO Today</i> Certified Providers: Standards and Practices Roundup • Directory of Learning Providers 	<p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 Talent Management Technology Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: AI and Hiring • Social Media: TMT Baker's Dozen Winners <p>1/11/19</p>
MARCH	<ul style="list-style-type: none"> • Baker's Dozen: Relocation • Ensuring Drug-Free Workplaces in the Age of Marijuana Legalization • Recognizing Employees During Onboarding • MSP: Engaging with Baby Boomers in the Gig Economy • Getting the Most Value from Employee Engagement Surveys • Strategies to Evaluate Leadership Potential • RPO: Communicating to Well-Informed Candidates at Midsize Organizations • <i>HRO Today</i> Forum Preview 	<p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 Relocation Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Mobility Apps • Social Media: Baker's Dozen Callouts <p>2/15/19</p>
APRIL	<ul style="list-style-type: none"> • Special Focus: CHRO of the Year and Talent Acquisition Leaders of the Year Finalists • Baker's Dozen: Employee Engagement Surveys • Leveraging RPO to Attract Boomerang Employees • Examining the Relationship Between Recognition and Employee Well-being • Leveraging AI and Automation in a TWS • HR for Social Good: Making a Difference in the Community • 2019 TekTonic Award Finalists 	<p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 Employee Engagement Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Hot Trends from CHRO of the Year Finalists • Social Media: Award Finalists Callouts: CHRO of the Year, Talent Acquisition Leader of the Year, TekTonics Awards Winners <p>3/15/19</p>
MAY	<ul style="list-style-type: none"> • Baker's Dozen: MSP • Metrics That Measure Employee Engagement Initiatives • Communicating Culture During the Onboarding Process • Must-Have Mobile Learning Strategies • Is it Better to Give than to Receive? The Benefits of Recognition and Ways to Encourage it • Bonus Distribution: <i>HRO Today</i> Forum 	<p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 MSP Provider Directory • 2019 Baker's Best <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Getting the Most from MSP • Social Media: Baker's Dozen Callouts <p>4/5/19</p>
JUNE	<ul style="list-style-type: none"> • Special Focus: Diversity and Inclusion • RPO Innovation in Campus Hiring and Recruiting Events • Technology Driving a Fair and Compliant Screening Approach • Creating a Culture of Micro-Recognition • Top Tech for Total Workforce Solutions • 2019 TekTonic Award Winners • <i>HRO Today</i> Forum Coverage • Bonus Distribution: SHRM 2019 	<p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Strategies that Promote Inclusion • Social Media: Award Winners Callouts: CHRO of the Year, Talent Acquisition Leader of the Year, TekTonics Awards Winners <p>5/17/19</p>

* Editorial is subject to change

Strategic Editorial for **HR Executives**

ISSUE	EDITORIAL	AD CLOSE
JULY/ AUGUST	<ul style="list-style-type: none"> • Baker's Dozen: Recognition • AI and Midmarket RPO: Empowering Recruiters to Become Strategic • MSP Metrics and Workforce Planning • International Relocation: Success Stories • Innovative Ways to Reduce Healthcare Costs • Why Mentorship Matters <p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 Recognition Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Rewards That Today's Workers Want • Social Media: Baker's Dozen Callouts 	7/12/19
SEPTEMBER	<ul style="list-style-type: none"> • Baker's Dozen: RPO • RPO Elevating EVP Strategies • Learning Driving Leadership Development • Enhancing Relocation with Mobile Technologies • Total Workforce Solutions: A Global Approach • New Platforms That Deliver Recognition <p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 RPO Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: RPO for all Generations • Social Media: Baker's Dozen Callouts 	8/16/19
OCTOBER	<ul style="list-style-type: none"> • Special Thought Leadership Section • One-on-One Interview with CHRO • RPO Tackling the Skills Gap • Building the Business Case for Employee Engagement • Relocation's Growing Offerings: Spousal Support, Eldercare • Metrics that Show the ROI of Recognition <p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • CHRO Today <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Expert Q&As 	9/13/19
NOVEMBER	<ul style="list-style-type: none"> • Baker's Dozen: Screening • Metrics to Measure AI's Impact • Employee Benefits as a Competitor Differentiator • Relocation as a Growth Opportunity • The Financial Impact of Employee Engagement Programs <p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 Screening Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: Screening Legislation • Social Media: Baker's Dozen Callouts 	10/18/19
DECEMBER	<ul style="list-style-type: none"> • 2019 HR Superstars • Baker's Dozen: Total Workforce Solutions • HRO Forecast 2019 • Retaining Talent: Internal Mobility Best Practices • Leveraging Recognition Data to Drive Compensation Practices • RPO 4.0: What's Next? <p>SPECIAL SUPPLEMENT</p> <ul style="list-style-type: none"> • 2019 TWS Provider Directory <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Thought Leader Q&A <p>INTERACTIVE HR</p> <ul style="list-style-type: none"> • Podcast: HR Forecast 2020 Predictions • Social Media: Superstar Callouts 	11/15/19

* Editorial is subject to change

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**NEW FOR
2018!**

HRO Today is excited to announce the launch of **CHRO Today**, a new publication that provides superior access to the most senior-level HR executives in the industry today.

CHRO TODAY
Chief Human Resources Officer Today

Advertising
Deadline:
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Uncovering HR Insight and Impact From Chief HR Executives

This exclusive supplement will feature:

- Insight into What's Driving HR Strategy
- The Latest Human Capital Management Trends
- A Directory of Leading CHROs

2018 CHRO Today Directory



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Chief People Officer

Kronos Incorporated



Francine Katsoudas

Senior Vice President, Chief People Officer

Cisco



Brian Little

Head of Human Resources

Zurich North America



Andrea Ledford

Executive Vice President,
Chief Administration Office, and CHRO

NCR



Laurie Dalton

CHRO

gategroup, North America



Kimberly Hauer

Executive Vice President and CHRO

SC Johnson

CHRO Today will be distributed with the October issue of **HRO Today** as well as at the **HRO Today Forum EMEA** and **North America**.

[1]

CHRO TODAY | FALL 2018

For more information, please contact
Gale Tedeschi 215-606-9553 or gale.tedeschi@sharedxpertise.com

Baker's Best 10th Annual Best-of-the-Best HR Providers

A Special Keepsake Edition
of all *HRO Today* Baker's
Dozen Customer Satisfaction
Ratings – May 2019



This is the one issue each year that HR officers will be sure to keep.

This magazine will be bagged and mailed with the May 2019 issue of *HRO Today*. In addition, the Baker's Best will be distributed at SHRM 2019, the *HRO Today* Forum, and *HRO Today* Forum EMEA.

This supplement will include only your company name, ranking, and URL, so don't miss this opportunity to share your company's pertinent information with a one-page provider profile, or a three-page advertorial unit (a case study, provider profile, executive profile, or second case study). Let readers know what makes your company unique, why your company is different than the competition, and how to reach your sales leaders.



Thought Leadership Supplement from *HRO Today* Magazine



Managed Search:
How to Leverage This Talent Strategy

With Jeanna MacDonald, Global Operating Executive and President, Talent Acquisition Solutions, Korn Ferry Futurestep

What is Managed Search?
Managed Search focuses on one of the most difficult groups for which to recruit—the level below the C-suite, from manager/director up through vice president. This is a talent critical level because not only do they implement organizational strategy, they serve as a leader pool to the C-Suite. In today's ever-changing business environment, companies can find themselves at a talent deficit for innovative leaders due to shifting production/market demands. Managed Search helps an organization to expand its reach for candidates beyond where they have traditionally recruited to access new skills/competencies required to achieve strategic objectives.

In the past, companies have spent an inordinate amount of time and money recruiting for these roles, using a wide range of contingent, retained, niche and boutique firms. This was an ineffective approach that companies were not building a pool of "keep-warm" candidates for future opportunities.

In a managed search environment, companies engage a talent partner for a set number of higher-level professional positions—often across the globe. Currently, the number of positions for which we recruit via managed search on behalf of each client is around 40 per year.

Managed search, less companies benefit from the economies of scale while still offering white-glove treatment for candidates. Recruiters and coordinators are often housed at the client site. And, unlike entry level searches where there is more interaction through technology involved due to the sheer volume of candidates, in managed search, the recruiter/coordinator will meet personally with each candidate, introduce them to more people within the organization and even give them guided tours of the campus.

How does managed search help clients looking to expand their global footprint?
With managed search, the client has a consistent approach across the globe, combined with a local presence to help with cultural and regional nuances. In our model, we have one project leader, who is often located in the region of the company headquarters. They will have recruiters and coordinators in each region, such as North America, EMEA, Latin and APAC. The project leader is able to ensure that the employer brand remains aligned with the company strategy, and that the candidate experience reflects the priorities and culture of the company.

The managed search recruiter can also call on the resources of Korn Ferry's executive search team in the region to help identify potential talent in specific functional roles, including technology, marketing and finance.

Because the recruiter is using the client's CRM tools, they'll have a solid base of candidates who may be qualified for future opportunities.

What types of deliverables should organizations expect from managed search?
With managed search, we provide much more in-depth assessment tools that help determine if the candidate is a good fit for the role and the organization. The assessment takes into account the whole person—not just their competencies and experiences (what they do) but their motivations and traits (who they are). We then map the candidate assessment results to a profile that we have put together with the client, which establishes what is needed for a specific role, and what kind of person would fit in best into the company culture.

One really unique element is a behavioral-based interview guide. Our assessment tool overlays the candidate results with the job qualifications outlined by the client and creates targeted interview questions that help get to the issues and attributes that will decide if the candidate is ready for the role.

To sum it up, managed search is an approach that brings clarity, consistency and economy to one of the most difficult job levels for recruiters.

Jeanna MacDonald
Korn Ferry Futurestep
www.kornferry.com/futurestep

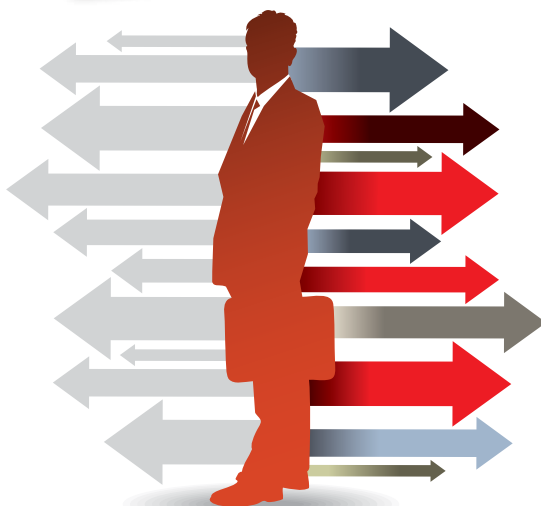
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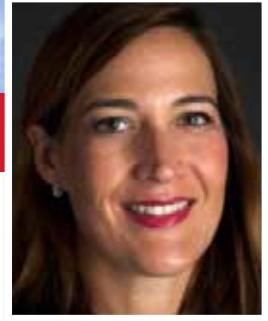
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Choose between an exclusive Q&A with someone from your executive leadership team or a case study proving the value of your services, each written by an *HRO Today* editor. Your custom editorial can include photos of your leadership team as well as your company logo. A sample is on the following page.

This directory of thought leadership will be published with our October 2019 issue—our annual resource guide—and will feature bonus distribution at the 2019 *HRO Today* Forum.



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Jeanne MacDonald
Korn Ferry Futurestep
www.kornferry.com/futurestep

Managed Search:

How to Leverage This Talent Strategy

With Jeanne MacDonald, Global Operating Executive and President, Talent Acquisition Solutions, Korn Ferry Futurestep

Q: What is Managed Search?

A: Managed Search focuses on one of the most difficult groups for which to recruit – the level below the C-suite, from manager/director up through vice president. This is a talent critical level because not only do they implement organizational strategy, they serve as a feeder pool to the C-Suite. In today's ever changing business environment, companies can find themselves at a talent deficit for innovative leaders due to shifting product/market demands. Managed Search helps an organization to expand its reach for candidates beyond where they have traditionally recruited to access new skills/competencies required to achieve strategic objectives.

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ADVERTORIAL

HRO Today Baker's Dozen **Provider Directory**

This easy-to-use digital guide will be sent to the most influential HR executives who participate in the *HRO Today Baker's Dozen* customer satisfaction surveys.

Your two-page ad unit will reach all Baker's Dozen survey respondents (an average of 43 percent of respondents indicate that their provider agreement is due for renewal in the next 12-24 months) and will include:

- Your full-page, full-color ad.
- Key differentiators for your organization that make you stand out from your competitors.
- Highlights regarding your proprietary technology.
- Summary of your team experiences and/or executive profile with your sales leader's contact information.

This digital directory will be sent to survey respondents and the *HRO Today* community two weeks after the results announcement of each of the below Baker's Dozen categories:

- **MSP**
- **Recognition**
- **Relocation**
- **RPO**
- **Screening**
- **Talent Management Software**



98%
of readers indicate this type of directory would be helpful in selecting an outsourcing provider

96%
of readers indicate they make the final decision about the provider to be used or have input in provider selection

For more information, please contact Gale Tedeschi at (215) 606-9553.



PeopleScout, a TrueBlue company, is trusted by businesses in North America and around the world for Recruitment Process Outsourcing (RPO), Managed Service Provider (MSP) and integrated Total Workforce Solutions. PeopleScout consults with clients to solve complex hiring challenges and achieve their growth and revenue goals. The company provides cost-effective delivery of scalable, integrated and highly customized talent solutions to more than 70 countries worldwide, with offices in Chicago, Charlotte, Sydney, Krakow, Gurgaon, Beijing, Toronto and Montreal. PeopleScout is consistently honored as an RPO and MSP industry leader on the HRO Today's Baker's Dozen lists and by key industry analysts including NelsonHall, Everest Group and the Staffing Industry Analysts (SIA).

KEY DIFFERENTIATORS

PeopleScout is among the world's largest RPO providers, helping our clients make more than 400,000 hires each year across 70 countries. We serve clients with annual hiring needs from approximately 300 to 30,000+, across both exempt and non-exempt roles and a wide range of industries. PeopleScout RPO programs provide talent acquisition services that solve compliance, scalability, cost, quality and other recruiting challenges. Our RPO solutions have a strong focus on methodology, measurable results and flexible solutions for every step of the hiring process.

- Highly scalable model meets fluctuating hiring needs
- Dedicated teams deliver high-touch customer service and consultative talent advising

- In-depth, multi-tiered implementation process provides seamless transition
- Innovative technologies enhance the candidate experience and optimize the recruitment process
- Industry-leading processes and governance strengthens compliance, quality and cost controls
- Business intelligence reporting provides powerful analysis of program-specific data and metrics
- Veteran Talent Exchange connects military veterans with employment opportunities
- Improved access to full-time and contingent talent provides competitive advantage

TECHNOLOGY

PeopleScout propels its clients' talent acquisition capabilities into the future by combining its scale, results-driven people and experience managing the world's most complex talent programs with the best in emerging talent technology. PeopleScout enhances and personalizes the candidate experience and empowers connectivity to the best candidates by leveraging technology for mobile enablement, video interviews and assessments, talent communities, artificial intelligence that learns on the job, and more. With new technologies emerging every day, PeopleScout's innovation team continuously evaluates and enhances the PeopleScout technology stack to enable its clients to acquire the talent they need to grow from today into tomorrow.

EXECUTIVE SPOTLIGHT



Taryn Owen, President, PeopleScout

Taryn Owen is the president of PeopleScout, an award-winning RPO, MSP and Total Workforce Solutions provider. She is responsible for PeopleScout's global service delivery and business development strategy and has led the company's successful acquisition of Aon Hewitt's RPO division and Australian RPO provider HRX as well as the integration of Staff Management | SMX's MSP division. During Taryn's tenure, PeopleScout has become one of the world's largest RPO providers and has earned top accolades from *HRO Today's* Baker's Dozen, NelsonHall and the Everest Group. Taryn is a member of the Global Advisory Board for the HRO Today Services and Technology Association. She completed the Program for Leadership Development at Harvard Business School where she earned honorary alumni status.

BAKER'S DOZEN SUMMARY

PeopleScout has been named a leading RPO service provider on *HRO Today's* Baker's Dozen since its inception in 2006.

HRO Today Global Comes of Age

HRO TODAY GLOBAL



Since autumn 2003, *HRO Today Global* has served as the sister publication to the U.S. *HRO Today* magazine. Originally known as *Outsourcing Today* and then *HRO Europe*, the publication expanded in 2011 to serve not only Europe, but also Asia Pacific.

Coverage

HRO Today Global provides the latest news, information, and case studies on improving the workforce through data, technology, and partnership.

Regular features include regional trends, stories, interviews with industry thought leaders and research reports about a range of topics including, payroll, recruitment and talent, sourcing, technology, recognition, mobility, learning, and training.

Connect with the most senior-level HR audience in print and online

HRO TODAY GLOBAL READERSHIP FAST FACTS...

80% discuss articles that they have read in the magazine or on the *HRO Today* website with peers.

63% are VP/director title and above.

63% visited the provider's website.

60% filed away an article or ad for future purchase.

55% have over \$1M in spend authority.

37% plus work in companies with over 10,000 employees.

30% have over \$10M in spend authority.

29% contacted a company that was mentioned.



HRO Today Global readers companies average nearly **\$5.1 Billion** in global revenue.

Reach over **70,000 subscribers** in the EMEA and APAC regions!

Strategic Editorial for **HR Executives in EMEA and APAC**

ISSUE	EDITORIAL	AD CLOSE
WINTER	<ul style="list-style-type: none"> • SPOTLIGHT FEATURE: <i>HRO Today Global Superstars</i> • CHRO Roundtable: 2019 HRO Market Forecast • APAC Regional Report • EMEA Regional Report • Baker's Dozen RPO: EMEA and APAC Leaders • Maintaining Compliance in Mobility Programmes <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • I-Reporter: <i>HRO Today</i> Forum EMEA and APAC Previews • Podcast: 2018 Forecast Predictions • Social Media: Global HR Superstars 	2/8/19
SPRING	<ul style="list-style-type: none"> • 2019 Baker's Dozen: Mobility and Trend Report • APAC Regional Report • EMEA Regional Report • Global Talent Strategies to Attract and Retain Top Talent <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Expert Q&A 	5/10/19
SUMMER	<ul style="list-style-type: none"> • SPOTLIGHT FEATURE: One-on-One CHRO Interview • 2019 Baker's Dozen: Recognition and Trend Report • APAC Regional Report • EMEA Regional Report • Leveraging International Relocation as a Growth Opportunity <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Expert Q&A 	7/26/19
AUTUMN	<ul style="list-style-type: none"> • SPOTLIGHT FEATURE: 2019 Baker's Dozen: RPO • 2019 CHRO of the Year and Talent Acquisition of the Year Awards Finalists • APAC Regional Report • EMEA Regional Report • Cultural Considerations in Recognition Approaches <p>IN EVERY ISSUE!</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Research Showcase • Special Advertising Section: Expert Q&A • Special APAC Supplement 	9/27/19

HRO Today Baker's Dozen Customer Satisfaction Survey Research

HRO TODAY Baker's Dozen
Customer Satisfaction Ratings
○○○○○ ————— ○○○○○
2019

Which HR service and technology providers help their clients achieve their strategic HR objectives?



HRO Today's Baker's Dozen Customer Satisfaction Survey Research Reports are **Now Available!**

Gain insights from your peers who have already engaged leading providers. Access detailed benchmarking on critical items including scope of products and services, global reach, customer service and quality of service along with an executive summary of your market.

- Learn what peer companies think about providers of these services
- Understand what services peers purchase and from which suppliers
- Establish the buying criteria that lead to better supplier selection
- Improve the chance of selecting the best supplier for specific needs
- Get interpretations and suggested leveraging of benchmarked results in person or via conference call

Tap Into an Active, Senior-Level **HR Community Online**

We continue to develop innovative online marketing vehicles that will help you generate leads and brand your company as an industry leader. Revenue is your ultimate destination, and with the online marketing opportunities, you'll be able to engage with senior-level HR professionals and increase your market share.

HRO Today Banner Advertising Opportunities



• 728x90

Welcome Screen - 640x480
Served to HR professionals upon site entry, the welcome screen guarantees that your brand message won't be missed.

• 300x250

• 180x150

Push Down -
970 x 66 unexpanded
970 x 418 expanded
The push-down unit starts in the banner across the top of the page and immediately expands, showing off your brand messaging or rich-media content.

• 300x600

Billboard - 970 x 250
Placed front-and-center of the *HRO Today* website, the billboard is designed to attract HR professionals' attention immediately.

HRO Today Video Showcase:

Your *HRO Today* Video Showcase delivers videos about your product/service to HR executives with purchasing authority.

The Showcase includes:

- A custom video on the *HRO Today* homepage and on the *HRO Today* Video Showcase page.
- Logo and hyperlink placement under your video that points back to your website.
- Promotion of your video in a custom email message to the *HRO Today* subscribers.



Custom & Digital Advertising Opportunities

Custom *HRO Today* Digital Magazines

HRO Today produces sponsor-specific digital custom magazines that demonstrate a provider's vision and thought leadership. We can build these with content from *HRO Today*, the provider, and include white papers, videos, etc.

HRO Today Baker's Dozen Provider Guide

This easy-to-use digital guide will be sent to the most influential HR executives who participate in the *HRO Today* Baker's Dozen customer satisfaction surveys.

These participants are looking to renew the below service contracts within the next 12 months:

- MSP
- Recognition
- Relocation
- RPO
- Screening
- Talent Management Software

HR Focus e-Newsletter

HRO Today's bi-monthly e-newsletter features key stories from that month's magazine issue. Sponsorship means your 728x90 banner and link are seen by 110,000 North America HR executives who rely on the latest news from *HRO Today*.

HRO Today Category e-Newsletter

Category e-newsletters feature specific stories related to RPO, MSP, relocation, screening, talent management technology, and recognition. Your company is the only sponsor and receives contact information/leads based on "opens" to the specific e-newsletter.

HRO Today APAC e-Newsletter

HRO Today's monthly APAC e-newsletter features content from the APAC region. Sponsorship means your 728x90 banner and link are seen by 30,000 APAC HR executives who rely on the latest news from *HRO Today*.

HRO Today EMEA e-Newsletter

HRO Today's monthly EMEA e-newsletter features content from the EMEA region. Sponsorship means your 728x90 banner and link are seen by 40,000 EMEA HR executives who rely on the latest news from *HRO Today*.

HRO Today TekTonic e-Newsletter

HRO Today's TekTonic e-newsletter will feature innovation and disruption in the world of technology and how HR professionals can benefit from it. Sponsorship means your 300x250 banner and link are seen by 180,000 HR executives who rely on the latest news from *HRO Today*.

HRO Today Thought Leadership Promotions

There's no more effective way to promote the benefits of your product or service than through a customized thought leadership email campaign. Deliver your content, whitepaper download, or demo message to our audience of 110,000 North American HR executives and/or 70,000 global (EMEA and APAC) HR leaders. Email blasts include delivery reports with contact information/leads to measure the effectiveness of your campaign and message.

HRO Today Digital Magazine Sponsorship

Sponsorship is available for our monthly, domestic magazine and quarterly, global magazine and includes your 728x90 banner and link. The digital magazine is the exact replica of the print product and is received by 110,000 North American subscribers and 70,000 global subscribers. Sponsors are encouraged to use video, flash, audio or any rich media to energize their message.

Custom & Digital Advertising Opportunities

HRO Today Social Media Distribution Sponsorship

Social media has changed the rules of engagement among brands and HR executives. HR executives are looking for value-based relationships that go beyond the one-way communications of the past. The brands that are able to position themselves as thought leaders and engage with the most influential HR executives in ongoing dialogues will earn their advocacy and a potential for partnership. With a breadth of social media experience, *HRO Today* has a deep understanding of what makes a successful and engaging social media campaign.

HRO Today Interactive Microcast

HRO Today's Interactive Microcasts takes a core staple of traditional content marketing and transforms it into user experiences that are more engaging. Position yourself as an expert among our audience of senior-level HR executives. Take the thought leadership and long-form content from your white papers and turn it into an interactive Q&A session with an *HRO Today* editor. Your insight will be paired with an informative slide deck.

HRO Today Podcasts

Today's workforce is changing at light-speed pace, and savvy HR executives are leveraging cloud, mobile, and social technologies to attract, engage, and retain top performers. *HRO Today* podcasts will examine how HR executives can drive corporate strategy. As an *HRO Today* Podcast sponsor, you'll engage in thoughtful discussion and best-practice sharing with an *HRO Today* staff member and your podcast will reach the most influential HR executives in the world.

HRO Today Invitation-Only Topic Briefing

HRO Today's strategies to engage millennials; build full-time and contingent labor pipelines; retain top performers through recognition; and more. Share your expert advice with the world's most influential HR executives in an exclusive topic briefing with a trend from our editor's list or another area impacting the industry today. Your topic will be presented through a webinar, and a white paper will be distributed after the event to the *HRO Today* social media channels and to 110,000 HR executives through a custom email blast.

HRO Today Baker's Dozen Results Show

HRO Today reveals the results of the Baker's Dozen rankings in a live video or webinar. Sponsors receive branding on all promotional material to encourage attendance and acknowledgement during the event with a brief description of their company and contact information of all registrants and attendees. The video/webinar link is also sent out to our audience via email blast and is hosted on HROToday.com for one year.

HRO Today Category Sponsorship

Be an exclusive category sponsor on HROToday.com. Your logo will be featured at the top of the category page.



HRO Today Custom White Papers

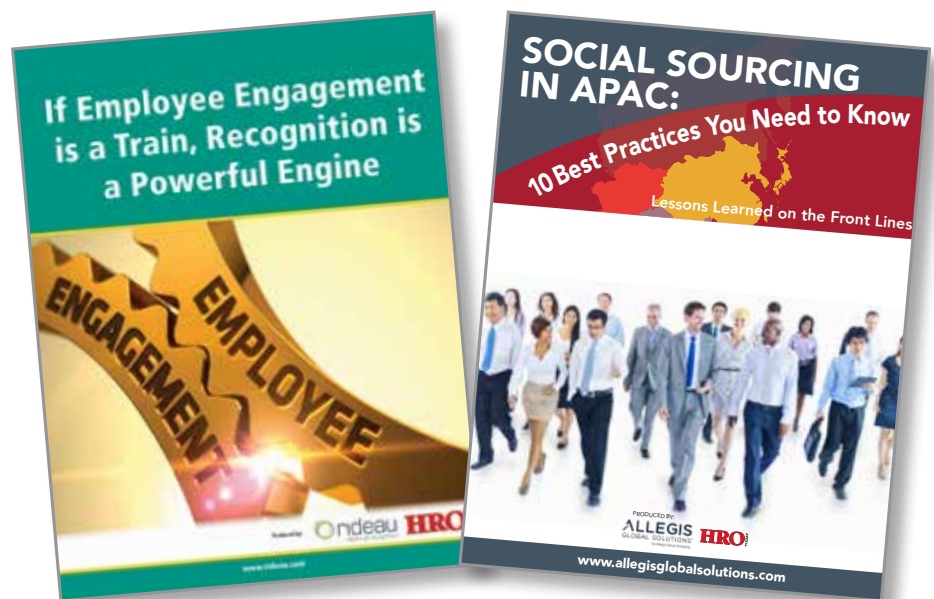
Research shows that access to white papers is the most effective way to get your prospects to share their contact information with you. But the white paper must be interesting enough for busy HR leaders to read and must be deployed to a captive audience utilizing the right distribution channel. *HRO Today* offers you both!

HRO Today is in tune with what our senior-level HR readers are looking for. We will work with you to develop relevant topics engage several writers that have access to research and will interview your executives and clients to create a compelling white paper. The final product will be an in-depth collateral piece that will serve as a highly effective marketing tool for your company. The sponsor of the white paper retains full publishing rights, can use the white paper for their own marketing initiatives, and receives options to deploy to *HRO Today's* audience through various channels.

Your *HRO Today* Custom White Paper Sponsorship package includes:

- Feedback from *HRO Today* regarding relevant topics.
- The white paper will be branded as a white paper created by *HRO Today* with your company as the sponsor retaining full publishing rights.
- Dedicated email blasts promoting the white paper to *HRO Today* community members.
- Access to promote extensively to North America and global audiences.
- The white paper will be hosted on HROToday.com for one year and the *HRO Today* Mobile app.

**HRO Today
White Paper Programs
Generate an Average
of Over 500 Leads.**





***HRO Today* Social Media Distribution Sponsorship**

Social media has changed the rules of engagement among brands and HR executives. HR executives are looking for value-based relationships that go beyond the one-way communications of the past. The brands that are able to position themselves as thought leaders and engage with the most influential HR executives in ongoing dialogues will earn their advocacy and a potential for partnership. With a breadth of social media experience, *HRO Today* has a deep understanding of what makes a successful and engaging social media campaign.



The *HRO Today* Social Media Distribution Program, which is fine-tuned regularly with real-time measurement, includes:

- A 500-word solution-oriented feature that will be written by the *HRO Today* editorial team.
- Promotion of your feature on the *HRO Today* website, *HRO Today* Insider e-Newsletter, *HRO Today* LinkedIn Group, and all *HRO Today* affiliate groups.
- Six, custom Twitter, Facebook, and LinkedIn posts that point to the feature.



@HROToday



HRO Today Group



HRO TODAY

Generate over 250,000 impressions and engage socially with the most influential HR executives with this new program from *HRO Today*.

For more information, please contact Gale Tedeschi at (215) 606-9553.



HRO Today Outsourced Content Development Program

Providing a multi-channel outreach platform that reaches the most influential HR executives.

Determining the best content distribution for your business is tough, but *HRO Today* makes it easy. HR executives now have more options than ever as to where and how they receive their news and information. *HRO Today* has developed a customized outsourced development program through multiple channels and message formats that drives thought leadership, raises awareness, and generates leads.

Distribute your content in one of these packages:

Whether you already have a content marketing strategy that isn't working or would like to build one from the ground up, *HRO Today* is here to help! *HRO Today* offers the broadest and deepest reach in the human resources industry available anywhere. Our magazines, web portals, research, e-newsletters, events, and social networks reach **over 180,000 senior-level HR decision makers** with rich, objective, game-changing content.

PACKAGE #1 COST – \$12,500

- Two, customized e-mail promotions with two reengagement campaigns
- Ten placements on *HRO Today* social media channels – Twitter, Facebook, LinkedIn, Google+
- Placement in the *HRO Today* Insider eNewsletter with a 728x90 banner ad

PACKAGE #2 COST – \$17,500

- One, custom podcast discussing the benefits of your solution with a member of the *HRO Today* editorial team
- Two, customized e-mail promotions with two reengagement campaigns
- Ten placements on *HRO Today* social media channels – Twitter, Facebook, LinkedIn, Google+
- Placement in the *HRO Today* Insider eNewsletter with a 728x90 banner ad

PACKAGE #3 COST – \$29,500

- Three, custom *HRO Today* Microcast videos discussing the benefits of your offering with a member of the *HRO Today* editorial team
- Two, customized e-mail promotions with two reengagement campaigns
- Ten placements on *HRO Today* social media channels – Twitter, Facebook, LinkedIn, Google+
- Placement in the *HRO Today* Insider eNewsletter with a 728x90 banner ad

HRO Today Customized and Topical Livestream Broadcasts

HRO Today Customized Livestream Broadcasts - Your Content/Speaker(s)

HRO Today livestream broadcasts are customized, one-hour, online, educational/informational sessions on topics of your choice. You provide a complete, ready-to-go presentation, and HRO Today will create a dynamic marketing program. We will also produce and host your livestream broadcast, provide registration and reporting services, provide a moderator, archive the presentation, and host it on HROToday.com for one year after the broadcast takes place.



"HRO Today has always delivered the promised ROI on our marketing initiatives. I was very pleased with the success of a recent webinar we ran with HRO Today. HRO Today provided effective promotion, well-organized event management, and a very high quality webinar solution that generated attendee interaction. I highly recommend HRO Today webinars. The whole experience felt more like a partnership than a straight ad buy."
— WilsonHCG

GAIN A COMPETITIVE ADVANTAGE



Experience, knowledge, and reach. Leverage *HRO Today's* research services to help you make more informed HR business decisions and to gain a competitive advantage.

Exclusive Research Opportunities



Featured HR Presentations

Our research is presented to over **2,000** executives at respected HR events globally



HRO Today Research Fast-facts:

Our research projects have generated over **100 million** impressions, and provide **250 leads** on average for custom research for clients.

HRO Today Research Pick-ups in the Media



Bloomberg

THE WALL STREET JOURNAL

Forbes

FORTUNE

Research Clients Include:



For more information, please contact Allie Williams at +1 215.606.9523 or Allie.Williams@SharedXpertise.com

Senior-Level HR Executive Events

Capture New Qualified Leads and Increase Brand Awareness and Market Share at *HRO Today* Forum Events

The *HRO Today* Forum series will once again call the most forward-thinking HR executives to assemble at select locations around the globe.



Go ahead. Ask the others—even they'll admit that the *HRO Today* Forum audience represents the "top of the food chain." Nobody can match the quality of our attendees. We usually joke that our attendees are the bosses of the attendees of other events, but we're not kidding. We reach the most influential HR executives from around the world.

Our point of difference is pretty simple: We provide the most objective content for the world's most influential HR executives. We've been doing it for more than a decade, and we invite you to put the power of our event to work for you.

As an *HRO Today* Forum sponsor you'll:

- Make your solutions mission-critical business tools for senior-level HR executives.
- Discuss your solutions with senior HR executives that have purchasing power.
- Capture new qualified leads.
- Increase brand awareness and market share.
- Give the most senior-level HR officers a reason to purchase your solutions.
- Differentiate your solutions from your competitors'.
- Receive global exposure for your business to a targeted audience of senior executives via the *HRO Today* community.

Upcoming *HRO Today* Forum Events



***HRO Today* Forum**
May 6 – 8, 2019
MGM Resort, National Harbor



***HRO Today* Forum APAC**
17-18 September 2018,
Hong Kong



***HRO Today* Forum EMEA**
5-7 November 2018,
Amsterdam

**For more information, please contact Allie Williams at
+1 215.606.9523 or Allie.Williams@SharedXpertise.com**



Create Engaging Conference Content.

Get Noticed.

Fill More Seats.

FEATURED PRESENTERS CAN INCLUDE:



Elliot Clark, CEO,
HRO Today Magazine



Zachary Misko, Global VP and
Executive Director, HRO Today
Technology and Services Association

Let *HRO Today* help you program your next event. *HRO Today* will produce a custom conference track with up to three one-hour conference sessions that are designed for HR executives. Each of these sessions will have the ability to be HRCI certified and are guaranteed to fill more seats at your upcoming events.

PARTNERING WITH *HRO TODAY* WILL:

- Grant you access to our subject matter expertise and over 50 years of speaking experience.
- Provide access to our extensive network of HR leaders.
- Save you time and frustration in trying to coordinate a cohesive, effective, and educational conference program.
- Eliminate the hassle of having to book, and coordinate travel/accommodations for speakers.
- Remove the stress of having to negotiate speaker fees.



For more information please contact Bill MacRae
at 215-606-9557
or at Bill.MacRae@SharedXpertise.com.

www.HROToday.com

Customer Appreciation Meeting Sponsorship

HRO Today will develop a customer appreciation meeting for your customers and prospects. *HRO Today* will identify HR executives with significant operational responsibilities or the CHRO of major companies in the city of your choice and invite them to the program. *HRO Today* will provide all programming and secure the speakers and facilitators.

HRO TODAY Awards Gala Sponsorship

For the last 13 years, the *HRO Today* Awards Gala has been the highlight of the year and an aspiration for those in the HR industry both regionally and globally. Don't miss your chance to sponsor this prestigious event and connect with the world's most influential HR executives.



For more information, please contact Allie Williams at +1 215.606.9523 or Allie.Williams@SharedXpertise.com

Custom Programs

High-Profile Branded Marketing

HRO Today's custom print units help you create stand-apart covers, inserts, or ride-alongs that get noticed. Treatments such as pop-ups and flaps, foldable pockets, gatefolds, and repositionable labels are just a few of the ways we can increase reader engagement.

Examples Include:

- Interactive stickers
- Interactive bookmarks, cards, and perf-outs
- Removable booklets/paste-and-perfboklets
- Redeemable cards/coupons
- Other pullouts (e.g. calendars, posters, wrapping paper, etc.)



For more information please contact:
Gale Tedeschi at (215) 606-9553

NETWORK | LEARN | ADVANCE



The networking and content community for advancing professionalism in human resources



MISSION

The association is the networking and content community for advancing professionalism in human resources, improving the quality, effectiveness, and efficiency of HR operations, service delivery and technology strategy.

PEER-TO-PEER GLOBAL NETWORKING

Membership includes access to monthly thought leadership councils (TLCs) in talent acquisition, talent management, outsourcing, and employee relations and services, and access to our online member directory and company profile pages. Members also receive a discount to the *HRO Today* Forum and annual awards gala.

PROFESSIONAL DEVELOPMENT

As a member, you'll learn, best practice share, and have access to all content and research posted online, and receive a digital subscription to *HRO Today* magazine. Regional provider and corporate practitioner members have unlimited employee access to compliment your employee development plans.

Members Include:



Since 2002, HRO Today has been at the forefront of the service delivery industry and has an unrivaled network of content and contacts that helps shape how the HR industry evolves. Our content is designed to enable HR to execute workforce productivity improvements and offers a range of benefits that include best practices, functional training, networking in-person and online, regional and interest group meetings, opinion pieces, annual awards, and much more. HRO Today Services and Technology Association membership puts you in the community that serves to improve the business of HR for individuals, their companies and the industry as a whole. Become a member and join today!

www.hrotoday.com/association

For more information, please contact Renee Preston at Renee.Preston@SharedXpertise.com or +1 (215) 606-9562.

Print, Online, and Event-Based **Specifications and Rates**

HRO Today Magazine 2018 Ad Sizes

Size	1x	3x	6x	10x
4-Color 2-Page Spread	\$12,386.00	\$11,147.40	\$10,528.10	\$9,908.80
4-Color Full Page	\$6,880.00	\$6,192.00	\$5,848.00	\$5,504.00

HRO Today Global Magazine 2018 Ad Sizes

Size	1x	2x	3x	4x
4-Color 2-Page Spread	\$12,386.00	\$11,147.40	\$10,528.10	\$9,908.80
4-Color Full Page	\$6,880.00	\$6,192.00	\$5,848.00	\$5,504.00
4-Color 1/2 Page (<i>HRO Today Global only</i>)	\$3,783.00	\$3,404.00	\$3,213.00	\$3,026.00

Call for pricing of inserts

Magazine Specifications

Preferred programs are InDesign, Photoshop, and Illustrator. All ads must contain fonts and accompanying graphic files. File formats accepted: PDF, PSD, TIFF.

Binding: Perfect-Bound

Magazine Trim Size: 8" wide x 10.5" high

Bleed ads: 8.125" Wide x 10.625" High

All live area .25" from trim of 8 x 10.5



2-Page Spread: 16.25" x 10.625"
Please keep text 0.5" away from edges
Bleeds: 0.125"
NO CROP MARKS



Full-page: 8.125" x 10.625"
Please keep text 0.25" away from edges
Bleeds: 0.125"
NO CROP MARKS



Print, Online, and Digital **Specifications and Rates**

HRO TODAY DISTRIBUTION PROGRAM

Call Gale Tedeschi at (215) 606-9553 for details

BANNER ADS

Welcome Screen - Exclusive - 640 x 480

1 Month	\$5,362
3 Months	\$13,674
6 Months	\$25,740
1 Year	\$45,048

Push Down - Exclusive - 970 x 66 unexpanded 970 x 418 expanded

1 Month	\$5,362
3 Months	\$13,674
6 Months	\$25,740
1 Year	\$45,048

Billboard - Exclusive - 970 x 250

1 Month	\$5,362
3 Months	\$13,674
6 Months	\$25,740
1 Year	\$45,048

Button – Rotation of 6 – 180 x 150

1 Month	\$1,350
3 Months	\$3,645
6 Months	\$6,480
1 Year	\$11,340

Leaderboard – Rotation of 3 – 728 x 90

1 Month	\$4,125
3 Months	\$11,137
6 Months	\$19,800
1 Year	\$34,650

Skyscraper Rotation of 3 – 120 x 600

1 Month	\$2,775
3 Months	\$7,492
6 Months	\$13,320
1 Year	\$23,310

Large Skyscraper Ad – Exclusive – 300 x 600

1 Month	\$4,125
3 Months	\$11,137
6 Months	\$19,800
1 Year	\$34,650

Above the Fold Article Box – Rotation of 3 – 300 x 250

1 Month	\$3,875
3 Months	\$10,462
6 Months	\$18,600
1 Year	\$32,550

Below the Fold Article Box – Exclusive – 300 x 250

1 Month	\$3,875
3 Months	\$10,462
6 Months	\$18,600
1 Year	\$32,550

All banner ads for email newsletters must be submitted as either a jpg or gif. Max file size is 40k. We do not encourage third-party tags for newsletter delivery, but when necessary, only no-script tags will be accepted.

• NO FLASH

PLEASE NOTE: Although we can accept animated gifs, Outlook 2007 and above does not display past the first frame due to a default setting. Please ensure that the first frame of the gif has the main call-to-action for instances where the animation appears static.

Text Creative

Sponsored text ads appear with a headline and logo. The headline is optional but has a limit of 100 characters including spaces. The body should not exceed 300 characters including spaces. One link for the text ad is available. Third-party tags cannot be accepted due to formatting. Impression- and click-tracking accepted.

Print, Online, and Digital Specifications and Rates

HRO TODAY E-NEWSLETTERS		CUSTOM PUBLISHING																																					
<p>World of HR Focus e-Newsletter Sponsorship – Exclusive Banner Ad: 728x90 pixels Circulation 180,000</p> <table border="0"> <tr> <td>1 e-Newsletter</td> <td>\$2,995</td> </tr> <tr> <td>6 e-Newsletters</td> <td>\$15,570</td> </tr> <tr> <td>12 e-Newsletters</td> <td>\$26,340</td> </tr> <tr> <td>24 e-Newsletters</td> <td>\$47,880</td> </tr> </table> <p>HRO Today Category e-Newsletter Sponsorship</p> <table border="0"> <tr> <td>3 months</td> <td>\$15,000</td> </tr> <tr> <td>6 months</td> <td>\$24,000</td> </tr> <tr> <td>1 year</td> <td>\$36,000</td> </tr> </table> <p>HRO Today Global Insider e-Newsletter Sponsorship Exclusive Banner Ad: 728x90 pixels (Max 25k in size) Circulation 70,000</p> <table border="0"> <tr> <td>1 e-Newsletter</td> <td>\$1,995</td> </tr> <tr> <td>3 e-Newsletters</td> <td>\$5,385</td> </tr> </table> <p>HRO Today APAC e-Newsletter Sponsorship Exclusive Banner Ad: 728x90 pixels (Max 25k in size) Circulation 30,000</p> <table border="0"> <tr> <td>1 e-Newsletters</td> <td>\$1,995</td> </tr> <tr> <td>3 e-Newsletters</td> <td>\$5,385</td> </tr> <tr> <td>6 e-Newsletters</td> <td>\$9,570</td> </tr> </table> <p>HRO Today EMEA e-Newsletter Sponsorship Exclusive Banner Ad: 728x90 pixels (Max 25k in size) Circulation 40,000</p> <table border="0"> <tr> <td>1 e-Newsletters</td> <td>\$1,995</td> </tr> <tr> <td>3 e-Newsletters</td> <td>\$5,385</td> </tr> <tr> <td>6 e-Newsletters</td> <td>\$9,570</td> </tr> </table> <p>HRO Today TekTonic e-Newsletter Sponsorship Exclusive Banner Ad: 728x90 pixels (Max 25k in size) Circulation 180,000</p> <table border="0"> <tr> <td>1 e-Newsletters</td> <td>\$1,995</td> </tr> <tr> <td>3 e-Newsletters</td> <td>\$5,385</td> </tr> <tr> <td>6 e-Newsletters</td> <td>\$9,570</td> </tr> </table>		1 e-Newsletter	\$2,995	6 e-Newsletters	\$15,570	12 e-Newsletters	\$26,340	24 e-Newsletters	\$47,880	3 months	\$15,000	6 months	\$24,000	1 year	\$36,000	1 e-Newsletter	\$1,995	3 e-Newsletters	\$5,385	1 e-Newsletters	\$1,995	3 e-Newsletters	\$5,385	6 e-Newsletters	\$9,570	1 e-Newsletters	\$1,995	3 e-Newsletters	\$5,385	6 e-Newsletters	\$9,570	1 e-Newsletters	\$1,995	3 e-Newsletters	\$5,385	6 e-Newsletters	\$9,570	<p>HRO Today Thought Leadership Promotions: Deliver your message directly to the inboxes of U.S. senior HR executives with active budgets. These can include white papers and case studies. We could also provide a writer for an additional cost.</p> <p><i>HRO Today Thought Leadership Promotions, U.S. Only (110,000 Records)</i> \$5,000</p> <p><i>HRO Today Thought Leadership Promotions, Global (70,000 Records)</i> \$8,500</p> <p>Custom HRO Today Digital Magazine Up to 44 pages \$25,000</p>	
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Print, Online, and Event-Based **Specifications and Rates**

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