

HRO TODAY

EXCLUSIVELY SENIOR HR OFFICERS

2013 INTEGRATED MEDIA PLANNER



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Your Full-Service Marketing Partner

**DRIVE
thought leadership**

**BUILD
your brand**

**EDUCATE
your audience**



**DELIVER
leads**

**RAISE
awareness**

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Delivering ROI Since 2002!

HRO Today offers the broadest and deepest reach available anywhere into the Human Resources industry. Our magazines, web portals, research, e-Newsletters, events, and social networks reach over 70,000 senior level HR decision makers with rich, objective game-changing content. Our number one strength is our reach. HR leaders rely heavily on the *HRO Today's* Baker's Dozen Rankings across seven different categories when selecting an HR service provider. **Over 72% of *HRO Today* readers have a VP/Director title or above and over 55% have over \$1 million in purchasing authority. As your marketing partner, we bring the decision makers to you.**

***HRO Today* has a marketing opportunity that's right for you.**

Your Goal	<i>HRO Today</i> Marketing Channel
Awareness and Branding	● Print and Online Advertisements
Trackable Advertisements	● Online Advertisements, e-Newsletters, Custom E-mail Blasts
Create Educational Content	● Webinars, Custom Knowledge Channels, Custom Videos
High-Level Education and Face-to-Face Networking	● <i>HRO Today</i> Forum Sponsorships
Custom Research	● <i>HRO Today</i> Baker's Dozen Customer Satisfaction Survey Research
Build Buzz and Recognition	● e-Newsletters, Webinars, Custom Knowledge Channels, Videos, Custom E-Mail Blasts, #HRTechChat, Social Media Sponsorships, <i>HRO Today</i> Forum Sponsorships

Our Audience: Exclusively Senior HR Officers

Our integrated marketing program is the best way to create the brand recognition and leads you need to maximize your marketing ROI. We deliver:

- A media-appropriate message and content your audience is looking for at each of the particular access points they're using
- The opportunity to connect with senior HR Officers
- Access to a large number of HR Officers who are qualified decision makers and are ready to buy
- A customized advertising program developed around *HRO Today's* objective game-changing editorial
- Leads! Leads! Leads!

Here are some of the companies that are a part of the *HRO Today* community. How many of these organizations would you like to do business with?

- Alliance Holdings
- Ally Financial
- Apogen Technologies
- Bank of New York Mellon Corp.
- Bellsouth Corporation
- Broadridge Financial Solutions
- Cardinal Health
- Carquest Corporation
- Commonwealth Of Massachusetts
- Coventry Health Care, Inc.
- Dla Piper
- Eastman Kodak
- Equifax
- Foley & Lardner LLP
- Geisinger Health System
- Gentiva Health Services
- Hanes
- HealthSouth
- Heller Ehrman LLP
- Hyatt Hotels
- IDEX
- International Business Machines Corporation (IBM)
- ITT
- Jones Lang LaSalle
- Kimberly-Clark Corporation
- Lehman Brothers Holdings
- Lennar
- Level 3 Communications
- Magellan Health Services
- Mastec, Inc.
- MasterCard
- Merrill Lynch & Co.
- Metals USA Holdings
- Moog
- Morgan, Lewis & Bockius LLP
- Performance Food Group Company
- PNC Financial Services Group
- Progressive
- Reddy Ice Group, Inc.
- Reinsurance Group of America
- Schnitzer Steel Industries
- Solectron Corporation
- Saint Agnes Medical Center
- State Of Alaska
- State Of Massachusetts
- Sunrise Senior Living, Inc.
- TD Ameritrade
- Tenet Healthcare Corporation
- Teradata
- Teradyne, Inc.
- Textron Inc.
- The Coca-Cola Company
- The Home Depot, Inc.
- The Timken Company
- The University Of Southern California
- Thor Industries, Inc.
- Towers Watson
- Toys 'R' US, Inc.
- University Of Alabama - Birmingham
- Veterans Health Admin
- WABCO Holdings
- Wagon Automotive
- Washington Mutual, Inc.
- Wescast Industries Inc.
- Western Union
- Xerox Corporation

Our Audience: Exclusively Senior HR Officers

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

- **72%** are VP/Director title and above
- **55%** have over \$1M in spend authority
- **30%** have over \$10M in spend authority
- **60%** work in companies with over 1,000 employees
- **40%**-plus work in companies with over 10,000 employees

HRO Today Readers are the Decision Makers

- **91%** of *HRO Today* magazine readers advise upon, influence or make HR decisions for their companies
- Readers spend an average of **45** minutes reading an issue of *HRO Today*
- **50%** of *HRO Today* readers pass along an issue to their colleagues
- *HRO Today* website visitors view **1.81** pages per visit
- *HRO Today* website visitors spend **1:24** minutes per website visit

HRO Today Readers Take Action

- **80%** discuss articles that they have read in the magazine or on the *HRO Today* website with peers
- **63%** visited the provider's website
- **60%** filed away an article or ad for future purchase
- **29%** contacted a company that was mentioned



Strategic Editorial for HR Executives



A Great Read Delivers Great Leads

HRO Today Magazine Will Feature Rotating Departments Including:

- RPO
- Screening pre-employment
- Contingent Workforce MSP
- Benefits Administration
- Enterprise HRO
- HR Professional Development
- Learning
- Relocation
- Payroll
- Recognition
- Testing and Assessment
- Talent Management
- Performance Management
- HR Technology/SaaS



- Baker's Dozen Payroll/PED
- VMS Roundtable
- CHRO Award Finalists
- A "Technology Report" feature
- *HRO Today* Buyers' Resource Guide

Audience

- **30,600** subscribers are senior level HR Officers
- **72%** are VP/Director title and above
- **55%** have over \$1M spend authority
- Pass-along brings *HRO Today* Readership to over 70,000

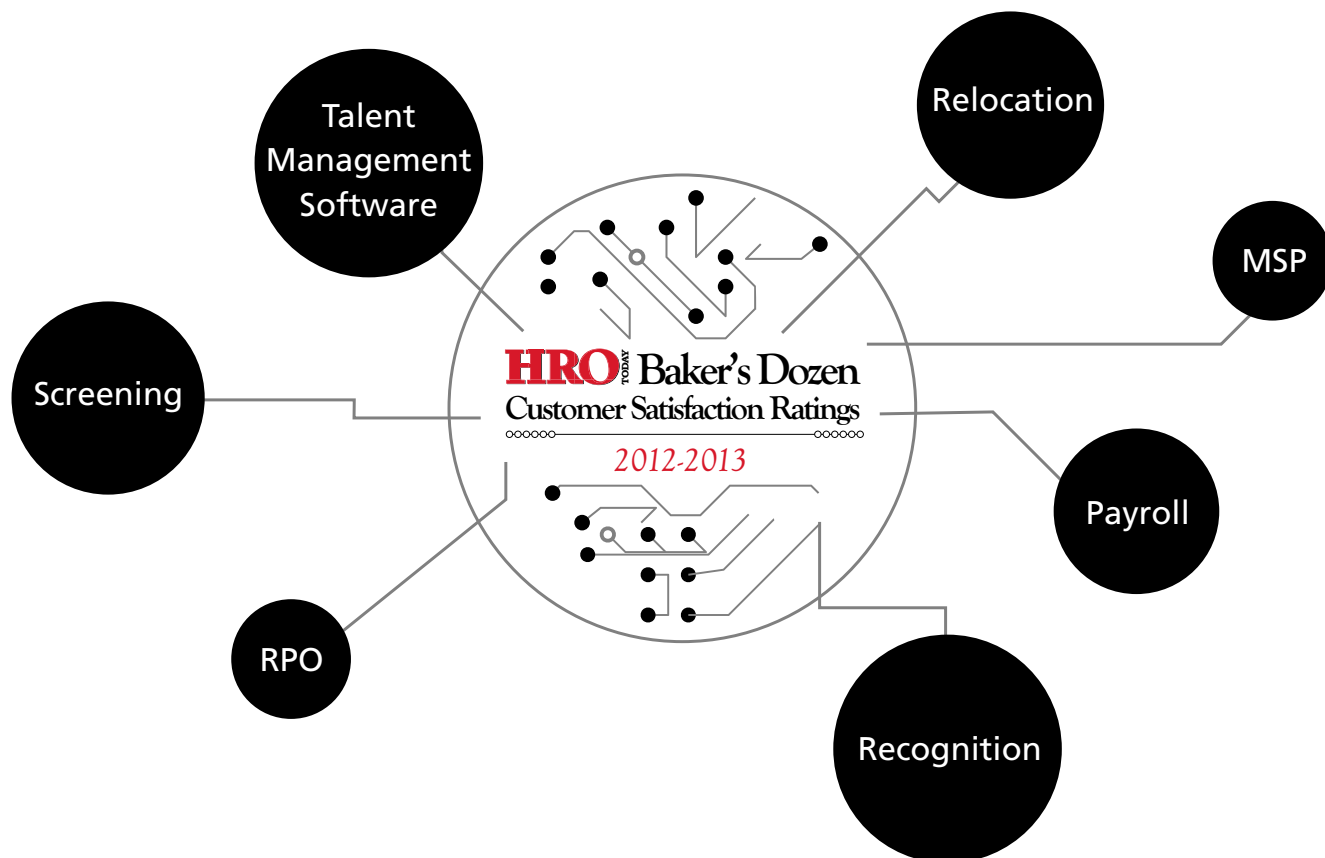
Strategic Editorial for HR Executives

January/February	AD CLOSE: 1/18	July/August	AD CLOSE: 7/19
<ul style="list-style-type: none"> • Baker's Dozen Talent Management Software • Talent Management Software Case Studies • Top RPO Deals of 2012 • Health Benefits: Onsite Healthcare • VMS Roundtable • The New Approach to Screening Your Total Workforce • <i>HRO Today</i> Forum Preview 		<ul style="list-style-type: none"> • Baker's Dozen Recognition and Case Studies • Navigating Global RPO: A Roundtable • MSP's Role in Services Procurement • Short-Term Assignments: Relocation's Panacea? • How to Make Training A Strategic Business Practice Instead of a Short-term Business Solution • Bonus Distribution: The Motivation Show 	
March	AD CLOSE: 2/21	September	AD CLOSE: 8/23
<ul style="list-style-type: none"> • Baker's Dozen Relocation • Relocation Case Studies • Wellness Benefits: Corporate Gyms • RPO: Where's the Growth? • Relo Roundtable: Inside Info from Providers and Procurement • Technology Report: Big Data • CHRO of the Year Nominees 		<ul style="list-style-type: none"> • Baker's Dozen RPO • RPO Case Studies • MSP Technology and the Total Workforce • Is Relocation the Answer to Filling the Skills Gap? • Technology Report: Talent Management Technology No More? 	
April	AD CLOSE: 3/22	October	AD CLOSE: 9/20
<p>TO <i>HRO TODAY</i> FORUM</p> <ul style="list-style-type: none"> • Baker's Best • Baker's Dozen MSP • MSP Case Studies • Getting Ahead of the Skills Shortage Via RPO • Maintaining Regulatory Compliance Via Screening • Technology Report: Start-ups Partnering with Large Players • CHRO of the Year Finalists • Bonus Distribution: HRO Today Forum 		<ul style="list-style-type: none"> • Buyers' Resource Guide • Benefits Administration • Tektober Highlights • RPO: Must-have Social Recruiting Tools • Using Gamification in Your Learning Program 	
May	AD CLOSE: 4/19	November	AD CLOSE: 10/18
<ul style="list-style-type: none"> • Baker's Dozen Payroll • Payroll Case Studies • Wealth Benefits (401K, Life Insurance) • Delivering RPO Analytics: A Game-Changer • Managing New Work Categories Via MSP • <i>HRO Today</i> Forum Coverage • Soft Skills Training To Increase Employee Satisfaction and Productivity 		<ul style="list-style-type: none"> • Baker's Dozen Screening • Screening Case Studies • Aligning RPO Technology • Housing SOW and ATS Under One MSP Technology • Relocation's Short List of Emerging Markets 	
June	AD CLOSE: 5/17	December	AD CLOSE: 11/15
<ul style="list-style-type: none"> • CHRO Roundtable • Impact of Healthcare Reform • RPO's Most Popular Processes • Screening's Role in Social Media • Recognition Success Stories • Technology Report: Integrating TAS with the Rest of the Employee Lifecycle • Bonus Distribution: SHRM 2013 		<ul style="list-style-type: none"> • Top CHRO Profiles • HRO Forecast 2013 • Embracing RPO • Screening Your Current Workforce: Risk Mitigator or Money Waster? • Technology Report: One Year Out -- The Big Acquisitions 	

* Editorial is subject to change

Baker's Best 4th Annual Best of Best HR Providers

A Special Keepsake Edition of all *HRO Today's* Baker's Dozen Customer Satisfaction Ratings – April 2013



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

This magazine will be bagged and mailed with the April 2013 issue of *HRO Today*. In addition, the Baker's Best will be distributed at SHRM 2013, The Motivation Show, the *HRO Today* Forum, and *HRO Today* Forum Europe.

The Ultimate HR Services Buyers Guide!

The feature will include only your company name, ranking, and URL. So don't miss this opportunity to share your company's pertinent information with a 1-page Provider Profile, or a 3-page Advertorial unit (a case study, provider profile, executive profile or 2nd case study). Let readers know what makes your company unique and why your company is different than the competition and how to reach your sales leaders.



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HRO Today Baker's Dozen Customer Satisfaction Survey Research

HRO^{TODAY} Baker's Dozen Customer Satisfaction Ratings

2012-2013

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 the insights from your peers who have already engaged leading providers. Detailed benchmarking on critical items including scope of products and services, global reach, customer service, 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 from which suppliers
- Establish the buying criteria that lead to better supplier selection
- Improve the chance of selecting the best supplier for specific needs

Because time is precious, the comprehensive Baker's Dozen research report is furnished in an easy-to-use format so that one can review data and results quickly. Insight gained from the report can reduce the extensive amount of time and high costs that come from issuing then evaluating Requests for Proposals among multiple suppliers. By finding out how clients perceive how their program and services are performed by a mutual supplier and learning how different suppliers' clients weigh performance, HR professionals can streamline the process and costs by contacting only those firms that best mirror their culture and service requirements.

*Carolyn White
Senior VP Marketing & Public Relations
Graebel Companies, Inc.*

The Baker's Dozen Research Report proved to be a useful tool for us to better understand, at a more granular level, the kinds of performance metrics that HR practitioners find valuable. The analysis and insights provided by Elliot Clark added context to the data, which enabled our senior leadership team to develop a broader understanding of the RPO market dynamics.

*Michael Beygelman
President, North America RPO
Adecco Solutions*

RESEARCH

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HRO Today Institute Custom Research



The *HRO Today* Institute is a subscription-based network for senior HR executives. This invitation-only community offers its members a chance to review research, attend *HRO Today* Forum events, and receive analyst briefings. *HRO Today* Institute research sponsorship enables you to form a closer relationship with HR Executives and your sponsored research will be covered in *HRO Today* Magazine, presented at appropriate *HRO Today* Forums and distributed in electronic format to global staffing, and procurement professionals at leading global organizations.

IS ANYBODY LISTENING?

INTERNAL SOCIAL MEDIA AND EMPLOYEE COMMUNICATIONS AND ENGAGEMENT

As the use of social media for prospective and current employee communication and engagement is becoming commonplace, the conversation moves on to its effective use: have companies developed comprehensive strategies; have they measured effectiveness, and how effective have they really been; what are the benefits and the unexpected consequences?

THE TALENT GAP - THE AGING GLOBAL WORKFORCE AND THE CHALLENGE OF TALENT REPLACEMENT

It's widely recognized that large portions of the boomer population will age out of the workforce over the next several years, resulting in a shrinking global talent pool, particularly in developed economies like the US, Japan, China and the European Union. The generations that follow – Gen X, Gen Y and the millennials – are generally not large enough to replace the mass exodus that will take place in the coming years, and many believe they lack the skills and abilities needed to replace their workplace predecessors.

THE FUTURE IS NOW - IS HR PREPARING?

As the HR business model continues to change, HR leaders need to prepare now for the functions and staff they'll need in 2020. This research begins to sketch a picture of the future of HR and looks into the extent to which – and how – HR programs are preparing for their own futures.

THE GREAT DIVIDE - DOES HR TECHNOLOGY MEET USER NEED?

Our 2011 research into perceptions of innovation in HR technology uncovered a fairly wide divide between providers of HR technology and its users in terms of the importance of innovation, the level of innovation, and even the reasons for that divide. Furthermore, users of HR technology complain that the technology as it exists is often failing them; it's not "consumerized," it's built on outdated platforms that don't transfer well to alternative environments, such as a mobile.

HR TRANSFORMATION - HOW OUTSOURCING AND SHARED SERVICES CHANGE THE BUSINESS OF HR

Our eighth year of research on trends in HR transformation practices (defined as any concerted effort to change and improve HR operations, whether through outsourcing, shared services, internal reengineering, or a combination of strategies) in organizations around the globe. The research addresses reasons organizations transform; transformation timing; cost and satisfaction; engagement of external resources and experience; current and future transformation scope; and HR outsourcing and shared services strategy, budget and provider selection.

HRO Today Institute Custom Research

CORPORATE RESPONSIBILITY AND HR - GUERRILLA TACTICS IN THE TALENT WARS

Although many HR leaders recognize the positive impact of their organizations' corporate responsibility activities on talent recruitment, retention and engagement, many still are not yet leveraging CR to its greatest advantage. The research explores how leaders in this area are effectively employing CR to engage the best talent.

OUTSOURCING AND SHARED SERVICES - MAPPING CURRENT AND FUTURE LANDSCAPES

Human resources outsourcing and shared services have experienced fairly dramatic changes in a comparatively short time frame, with movement from limited outsourcing/consolidation to near total and back again in only a few short years. This speedy progression has left many confused, wandering a wasteland of unrealized expectations and missed opportunities.

This research will map out the state of HR outsourcing and shared services, both now and in the future, across geography, HR processes, industry and buyer company size, among others. Ultimately, the research will help organizations understand the topography of the HR outsourcing and shared services landscape, so that they can determine the most effective use of these tools within their own organizations.

THE DEBATE RAGES ON - MANAGED SERVICES AND WORKFORCE PLANNING

While most business leaders agree that contingent workers are an essential part of an effective workforce plan, debate continues over who manages the resources, how those resources are managed, even how to account for their costs and outputs. This research explores current issues in contingency workforce management, including efforts to improve its overall effectiveness.

Our research into this topic will explore how organizations around the globe are engaging in workforce planning, as well as if - and how - managed services are a part of those plans.



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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 vehicles we have developed you'll be able to engage with senior-level HR professionals and increase your market share.

HRO Today Banner Advertising Opportunities

The screenshot displays the HRO Today website interface with several advertising spots highlighted by callout boxes:

- Top Banner:** A red banner at the top right of the page with dimensions **728x90**. It features the ADP logo and text: "Reduce costs by as 32%* by integrating talent, payroll and employee benefits. Learn about ADP Variable HCM™".
- Right-Side Ad 1:** A blue and white advertisement for WilsonHCG with dimensions **300x250**. The text reads: "BETTER PEOPLE BETTER BUSINESS. WilsonHCG".
- Right-Side Ad 2:** A purple advertisement for ninstring with dimensions **180x150**. The text reads: "WE DON'T BELIEVE IN OUTSOURCING EITHER. See RPO differently >>".
- Right-Side Ad 3:** A white advertisement for NYU with dimensions **120x600**. The text reads: "NYU M.S. in Human Resource Management and Development ENROLL ▶".
- Right-Side Ad 4:** A white advertisement for "MOTIVATE ME FACE FACE" with dimensions **180x150**. The text reads: "MOTIVATE ME FACE FACE 2 RESULTS/REWARDS/RECOGNITION THE MOTIVATION SHOW REGISTER TODAY".

The website content includes a navigation bar with links like "SharedXperts", "HRO Today", and "HRO Today Global". The main content area features a "Current Issue" section titled "Measure Your Way To Excellence" with a featured article "THE WELL-MEASURED WORKPLACE" by John Schwarz. There are also sections for "Thought-Leadership Center", "Podcast", and "Main Features" with various articles and images.

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The footer contains several elements:

- On the left, text: "Access our Library of Webinars" next to a globe icon.
- In the center, the **TEKTONIC** logo and the text "By the Editors".
- On the right, the text "Partners of the...".

Digital Advertising Opportunities



New For 2013! ***HRO Today* Video Showcase**

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

Your *HRO Today* Video 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.



#HRTechChat Sponsorship

Have you ever wished for a way to be creative and original—for your message to be memorable and rise above the din? After a while, no matter what promotional activities you conduct, it all starts to feel like the same thing, and standing out from the crowd—the very goal of your marketing—can become a challenge. With the **#HRTechChat Sponsorship**, *HRO Today* and TalentManagementTech (TMT) have teamed up to help you to combat this perceived sameness in your promotional efforts, providing you a clear path to creativity and originality in your marketing. It's a social media thing, and **nobody else we know of is doing it.**

Your #HRTechChat Sponsorship includes:

- Logo exposure on the *HRO Today* and TalentManagementTech website
- Five customized questions for your #HRTechChat
- Banner ads on the *HRO Today* and TalentManagementTech websites promoting your #HRTechChat
- Bylined #HRTechChat article on TalentManagementTech
- Your bylined article, as well as word of your sponsored #HRTechChat, will be sent to the *HRO Today* e-mail list

Digital Advertising Opportunities

HRO Today Social Media Sponsorships

Stay connected to your customers and senior-level HR prospects through the *HRO Today* social media channels.

HRO Today Tweet Sponsorships - Maximum visibility! NEW!

Reach customers and prospects with customizable tweets posted by *HRO Today* and broadcasted to all followers. This unique opportunity can help your organization become very viral and drive people to your website.

Your *HRO Today* Tweet Sponsorship includes:

- Custom tweets developed by your team and deployed to the *HRO Today* Twitter universe.

HRO Today Twitter Widget Category Sponsorship NEW!

Twitter Widgets let you display your Twitter updates on the *HRO Today* website. These can be customized to include only specific usernames or hashtags if desired.

As an *HRO Today* Twitter Widget Category Sponsor you'll receive:

- A category specific Twitter widget with your company's logo
- Prime real estate on the homepage of the *HRO Today* website
- Tweets visible to ALL website visitors, not just those on Twitter
- Hyperlinks to drive traffic to your website



HRO Today e-Newsletters

Sponsor the HR Insider and your message will be delivered to over 39,000 HR executives who rely on the latest news from *HRO Today*. Your sponsorship includes a 728x90 banner ad with a hyperlink back to your website.

HRO Today Whitepapers

Generate leads that your sales team can take to the bank! Become a thought leader and an industry expert by publishing your whitepaper on the *HRO Today* website, and generate qualified leads at the same time.

HRO Today Webinars

HRO Today webinars are customized one hour, online educational/informational sessions on a topic 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 webinar, provide registration and reporting services, archive the presentation, and send leads for 90 days after the webinar takes place.

HRO Today Baker's Dozen Results Show

A live video/webinar – *HRO Today* reveals the results of the Baker's Dozen categories. Sponsor receives branding on all e-Newsletter/marketing material to promote registration, acknowledgement during the event with a brief description of their solution, contact information for all registrants/attendees of the event.

HRO Today Podcasts

An 15-minute interview with your CEO or another company executive with the *HRO Today* CEO or Editor-In-Chief, this is a "downloadable" podcast. These interviews would follow a "radio-show" format. Your podcast will be promoted in dedicated *HRO Today* e-Newsletters and featured on the *HRO Today* website. Additional podcasts are available with *HRO Today's* Tech Editor, to be featured on TalentManagementTech, and also promoted in dedicated *HRO Today* e-Newsletters.

HRO Today Knowledge Channels

HRO Today leverages its vast web traffic into an extraordinary custom publishing opportunity for you with category Knowledge Channels. Each Knowledge Channel focuses on a specific market area, and is populated and designed by the HRO Today team of editors and web developers. Your custom channel will position your company as an authority in your market, increase your search engine rankings, generate quality leads, and much more!

If you don't have the manpower to provide us with content, point us in the right direction so we can research content and include it in your channel.

All Knowledge Channel Sponsors Receive:

- A Category Channel e-Newsletter sent to over 40,000 HR executives every 45 days.
- A banner ad on the HRO Today website promoting your channel.
- A mention in HRO Today magazine.
- Mentions in the HR Insider e-newsletter.
- Mentions on all HRO Today social media channels.
- Channel listings on the HRO Today website



Existing Channel Sponsors include:



Senior-Level HR Executive Events

Capture New Qualified Leads, 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 the selected locations around the globe.

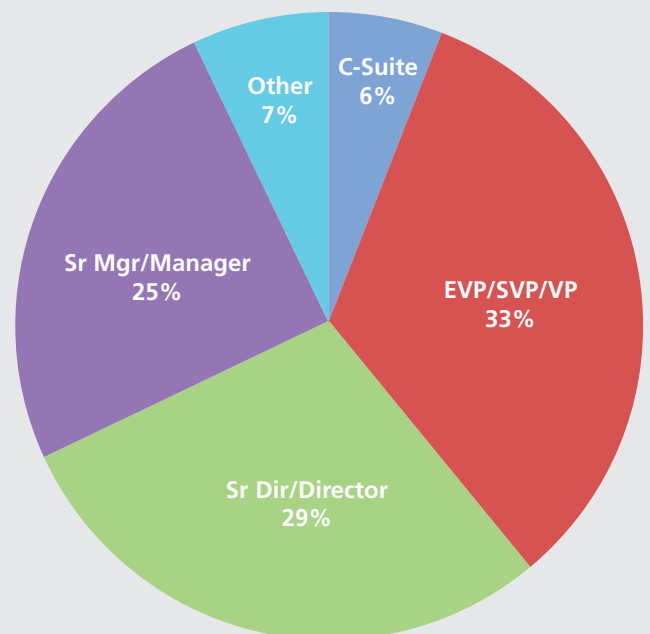


HRO Today Forum events bring together the leading thinkers and practitioners to share best practices and build relationships that improve the services of HR. Delegates include the leaders of HR and HR operations, recruitment and talent, change management, payroll and learning from large and mid-market companies. Sponsors include the most prominent providers, technology firms, and advisors in HR outsourcing, technology, and consulting.

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

HRO Today Forum Attendee Title Breakdown



Senior-Level HR Executive Events

HRO Today Forum Event Testimonials

"I found the conference to be excellent. The speakers were well prepared and very interesting. Coming from the US I secured a good vantage point of the European Market. You exceed my high expectations."

Kenneth W. Tress, Senior Sales Director Outsourcing, Taleo

"Thank you for hosting a lovely event that quite frankly yielded some great debate, solid forward-thinking content."

Courtney Cook, SVP, Global Business Practices, Pinstripe

"The HRO Today Forum Europe is a 'must-attend-event' for networking and quickly learning HR trends and innovations as well as learning from others' experiences and best practices."

Ronald Kreugel, Director Business Development, Allegis Group Services

"The HRO Today Forum event hosted in Singapore is a must for any senior HR and talent acquisition professional in Asia. A great balance of vendors and buyers creates a relaxed and informal environment where people can share insights, build valuable relationships and learn from great case studies and inspirational speakers about the key trends impacting our industry. This year we were fortunate to have Graeme Codrington from TodayTomorrow sharing his 'five disruptive forces shaping the new world of work' – in a word, awesome Miss it and miss out!"

Andy Willshaw, Hiring Solutions, Asia, LinkedIn

"This was the second year that I have attended I think it is a really great opportunity to come and learn from competitors and other companies in different industries about what's going on within the HRO world and also from the providers as well. You get a lot of great information from people about what they are doing, what their challenges are and that is something that I can take back to my organization to help us to improve."

Mark Heldey, SVP Regional Head of Resourcing, Citibank

"What I walked away with is that companies have to start at the top of the house and really look at talent management as a strategy."

Marion Wilson, Executive Vice President of Human Resources, Bank of America Merchant Services

"I attended to make new connections and to find out what's happening in the industry. One thing I was seeing quite a bit of was the blending of RPO and MSP."

Charlie Morales, Global Recruitment Process Outsourcing Director, Nike

88% of attendees would recommend *HRO Today Forum* Events to Colleagues!



HRO Today Forum
Philadelphia, Pennsylvania
April 30-May 2, 2013



HRO Today Forum APAC
Singapore
22-23 May 2013



HRO Today Forum Europe
Dublin
13-15 November 2012

HRO Today Integrated Media Packages

HRO Today Presidential Package

<i>HRO Today Magazine Print and Digital Advertising</i>	10 Full Page 4-Color Ads
<i>HRO Today Baker's Best Advertorial</i>	1 Custom Advertorial
<i>HRO Today Baker's Dozen Results Show Sponsor</i>	1 Sponsorship
<i>HRO Today Leaderboard Banner Ad (728x90 pixels)</i>	6 Months
<i>HRO Today Article Box Banner Ad (300 x 250 pixels)</i>	6 Months
<i>HRO Today Whitepaper Hosting</i>	1 Year
<i>HR Insider E-Newsletter Sponsorship</i>	4 Sponsorships
<i>Exclusive HRO Today Webinar</i>	2 Webinars
<i>HRO Today Knowledge Channel</i>	1 Year
<i>#HRTechChat</i>	2 Chats
<i>HRO Today Video Showcase</i>	1 Year
<i>Baker's Dozen Customer Satisfaction Survey - Detailed Research Report</i>	1 Custom Report
<i>HRO Today Forum Sponsorship North America</i>	VIP Sponsorship
<i>HRO Today Forum APAC Sponsorship</i>	VIP Sponsorship
<i>HRO Today Forum Europe Sponsorship</i>	VIP Sponsorship
PACKAGE VALUE:	\$427,857
YOUR NET COST:	\$363,678
# OF IMPRESSIONS:	4,495,000
COST/IMPRESSION:	\$.08

HRO Today Integrated Media Packages

HRO Today VIP Package

<i>HRO Today Magazine Print and Digital Advertising</i>	5 Full Page 4-Color Ads
<i>HRO Today Baker's Best Advertorial</i>	1 Custom Advertorial
<i>HRO Today Baker's Dozen Results Show Sponsor</i>	1 Sponsorship
<i>HRO Today Leaderboard Banner Ad (728x90 pixels)</i>	3 Months
<i>HRO Today Article Box Banner Ad (300 x 250 pixels)</i>	3 Months
<i>HRO Today Whitepaper Hosting</i>	1 Year
HR Insider E-Newsletter Sponsorship	2 Sponsorships
Exclusive <i>HRO Today</i> Webinar	1 Webinar
<i>HRO Today</i> Knowledge Channel	1 Year
#HRTechChat	1 Chat
<i>HRO Today</i> Video Showcase	6 Months
Baker's Dozen Customer Satisfaction Survey - Detailed Research Report	1 Custom Report
<i>HRO Today</i> Forum Sponsorship North America	VIP Sponsorship
<i>HRO Today</i> Forum APAC Sponsorship	VIP Sponsorship
<i>HRO Today</i> Forum Europe Sponsorship	VIP Sponsorship
PACKAGE VALUE:	\$365,664
YOUR NET COST:	\$310,814
# OF IMPRESSIONS:	3,655,000
COST/IMPRESSION:	\$.09

HRO Today Integrated Media Packages

HRO Today Premier Package

<i>HRO Today Magazine Print and Digital Advertising</i>	3 Full Page 4-Color Ads
<i>HRO Today Baker's Best Profile</i>	1 Custom Advertorial
<i>HRO Today Leaderboard Banner Ad (728x90 pixels)</i>	3 Months
<i>HRO Today Whitepaper Hosting</i>	6 Months
HR Insider E-Newsletter Sponsorship	1 Sponsorship
<i>HRO Today Video Showcase</i>	6 Months
Baker's Dozen Customer Satisfaction Survey - Company Benchmark Report	1 Custom Report
<i>HRO Today Forum Sponsorship North America</i>	Premier Sponsorship
<i>HRO Today Forum APAC Sponsorship</i>	Premier Sponsorship
<i>HRO Today Forum Europe Sponsorship</i>	Premier Sponsorship
PACKAGE VALUE:	\$207,208
YOUR NET COST:	\$176,126
# OF IMPRESSIONS:	2,670,000
COST/IMPRESSION:	\$.07

HRO Today Diamond Package

<i>HRO Today Magazine Print and Digital Advertising</i>	1 Full Page 4-Color Ad
<i>HRO Today Leaderboard Banner Ad (728x90 pixels)</i>	1 Month
HR Insider E-Newsletter Sponsorship	1 Sponsorship
<i>HRO Today Video Showcase</i>	6 Months
Baker's Dozen Customer Satisfaction Survey - Company Benchmark Report	1 Custom Report
<i>HRO Today Forum Sponsorship North America</i>	Gold Sponsorship
<i>HRO Today Forum APAC Sponsorship</i>	Gold Sponsorship
<i>HRO Today Forum Europe Sponsorship</i>	Gold Sponsorship
PACKAGE VALUE:	\$139,500
YOUR NET COST:	\$125,550
# OF IMPRESSIONS:	2,380,000
COST/IMPRESSION:	\$.05

HRO Today Integrated Media Packages

HRO Today Gold Online Package

<i>HRO Today</i> Leaderboard Banner Ad (728x90 pixels)	6 Months
<i>HRO Today</i> Article Box Banner Ad (300 x 250 pixels)	6 Months
<i>HRO Today</i> Whitepaper Hosting	1 Year
HR Insider E-Newsletter Sponsorship	6 Sponsorships
<i>HRO Today</i> Knowledge Channel	1 Year
Exclusive <i>HRO Today</i> Webinar	2 Webinars
#HRTechChat	4 Chats
<i>HRO Today</i> Video Showcase	1 Year
PACKAGE VALUE:	\$139,677
YOUR NET COST:	\$118,725
# OF IMPRESSIONS:	1,780,000
COST/IMPRESSION:	\$.07

HRO Today Silver Online Package

#HRTechChat	6 Chats
<i>HRO Today</i> Video Showcase	6 Months
<i>HRO Today</i> Tweet Sponsorship	10 Custom Tweets
<i>HRO Today</i> Twitter Widget Category Sponsorship	6 Months
PACKAGE VALUE:	\$39,824
# OF IMPRESSIONS:	571,000
YOUR NET COST:	\$35,841
COST/IMPRESSION:	\$.05

Print, Online, and Event-Based Specifications and Rates

HRO Today Magazine 2013 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 2013 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	\$0,000	\$0,000	\$0,000

Magazine Specifications

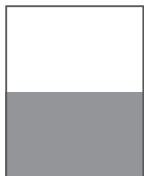
File formats support: PDF, PSD, TIFF



2-Page Spread: 16.75"x10.875"
Please keep text 0.5" away from edges
Bleeds: 0.25"



Full-page: 8.375"x10.875"
Please keep text 0.5" away from edges
Bleeds: 0.25"



1/2 Page: 8.375"x5.4375"
Please keep text 0.5" away from edges
Bleeds: 0.25"

Print, Online, and Event-Based Specifications and Rates

Banner Ads	E-NEWSLETTERS
Button – Rotation of 10 – 180 x 150	HR Today Insider e-Newsletter Sponsorship Exclusive
1 Month \$1,350	Banner Ad: 728x90 pixels (Max 25k in size)
3 Months \$3,645	1 e-Newsletter \$1,495
6 Months \$6,480	3 e-Newsletters \$4,036
1 Year \$11,340	6 e-Newsletters \$7,176
	12 e-Newsletters \$12,558
Leaderboard – Rotation of 2 – 728 x 90	HR Today Global Insider e-Newsletter Sponsorship
1 Month \$4,125	Exclusive Banner Ad: 728x90 pixels (Max 25k in size)
3 Months \$11,137	1 e-Newsletter \$995
6 Months \$19,800	3 e-Newsletters \$2,686
1 Year \$34,650	6 e-Newsletters \$4,776
	12 e-Newsletters \$8,358
Skyscraper Rotation of 4 – 120 x 600	HRO Today Category e-Newsletter Sponsorship
1 Month \$2,775	Exclusive Banner Ad: 300x250 pixels (Max 25k in size)
3 Months \$7,492	1 e-Newsletter \$1,495
6 Months \$13,320	3 e-Newsletters \$4,036
1 Year \$23,310	6 e-Newsletters \$7,176
	12 e-Newsletters \$12,558
Above the Fold Article Box – Rotation of 3 – 300x250	HRO Today Magazine Digital Edition Sponsorship
1 Month \$3,875	Exclusive Banner Ad: 728x90 pixels (Max 25k in size)
3 Months \$10,462	Text Ad: 50 words maximum
6 Months \$18,600	1 sponsorship \$1,495
1 Year \$32,550	3 sponsorships \$4,036
	6 sponsorships \$7,176
Below the Fold Article Box– Rotation of 3 – 300x250	10 sponsorships \$12,558
1 Month \$2,875	HRO Today Global Magazine Digital Edition Sponsorship
3 Months \$7,762	Exclusive Banner Ad: 728x90 pixels (Max 25k in size)
6 Months \$13,800	Text Ad: 50 words maximum
1 Year \$24,150	1 sponsorship \$995
	3 sponsorships \$2,686
	6 sponsorships \$4,776
	12 sponsorships \$8,358

Print, Online, and Event-Based Specifications and Rates

EDUCATIONAL OFFERINGS		SOCIAL MEDIA OFFERINGS	
HRO Today Knowledge Channel		#HRTechChat Sponsorships	
3 Months	\$8,325	1 Chat	\$3,795
6 Months	\$14,985	3 Chats	\$10,246
1 Year	\$26,640	6 Chats	\$18,216
HRO Today Webinars – Lead Generation		HRO Today Tweet Sponsorships	
1 Webinar	\$8,000	10 Tweets	\$995
3 Webinars	\$6,500 each	25 Tweets	\$2,686
		50 Tweets	\$14,776
HRO Today Whitepaper Sponsorships – Lead Generation		HRO Today Twitter Widget Category Sponsorship	
3 Months	\$7,500	3 Months	\$4,785
6 Months	\$12,000	6 Months	\$8,613
1 Year	\$20,400	1 Year	\$15,312
HRO Today Video Showcase Sponsorships – Lead Generation		CUSTOMER SATISFACTION SURVEYS	
3 Months	\$7,500	Detailed Performance Report	\$25,000
6 Months	\$12,000	Company Benchmark Report	\$9,500
1 Year	\$20,400		
HRO Today Online Podcasts		HRO TODAY INSTITUTE CUSTOM RESEARCH	
3 Months	\$8,325	HRO Today Institute Custom Research Sponsorship	Call For Details
6 Months	\$14,985		
1 Year	\$26,640		
		EVENT SPONSORSHIPS	
		HRO Today Forum North America	Call for details
		HRO Today Forum APAC	Call for details
		HRO Today Forum Europe	Call for details