



HRO TODAY

EXCLUSIVELY SENIOR HR OFFICERS

2015 INTEGRATED MEDIA PLANNER



The *HRO Today*
Publishing Platform
is read by more than
140,000 HR
Executives
Worldwide!

PRINT | DIGITAL | EVENTS | RESEARCH

www.HROToday.com

Your Full-Service **Marketing Partner**

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 140,000 senior-level HR decision makers with rich, objective game-changing content. Our strength is our reach and the *HRO Today* Baker's Dozen Customer Satisfaction Surveys/Rankings.



HRO Today Fast Facts...

Readership With Influence:

- **91%** are decision makers who influence HR decisions for their companies.
- **73%** of readers are VP/Director 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 **One-Hour** with each issue of *HRO Today*.

HRO Today Baker's Dozen
Customer Satisfaction Ratings

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

71% reference the Baker's Dozen customer satisfaction rankings when in a RFP/provider selection process.

79% say that a ranking on the Baker's Dozen lists influenced their decision when selecting a provider.

Our Audience: **Exclusively Senior HR Officers**

HRO Today Readers Include...



Jan Becker
SVP, Human Resources
Autodesk



Michelle DiTondo
SVP of Human Resources
MGM Resorts International



Cindy Fiedelman
VP People & Diversity
American Airlines



Roger Gaston
SVP, Human Resources
Avaya



Mindy Geisser
Chief People Officer
Colliers International



Kawel B. Laubach
Chief Human
Resources Officer
Mohegan Tribal Gaming
Authority



Jennifer Mann
VP, Human Resources
SAS



John Murabito
EVP, Human Resources
and Services
Cigna Corporation



Carole Slover SPHR
SVP, Human Resources
UniTek Global Services

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
- Equifax
- Foley & Lardner Llp
- Geisinger Health System
- Gentiva Health Services
- Hanes
- HealthSouth
- Heller Ehrman Llp
- Hyatt Hotels
- IDEX
- International Business Machines
- ITT
- Jones Lang LaSalle
- Kimberly-Clark Corporation
- Lehman Brothers Holdings
- Lennar
- Level 3 Communications
- Magellan Health Services
- MasterCard
- Merrill Lynch & Co.
- Performance Food Group Company
- PNC Financial Services Group
- Progressive
- Reinsurance Group of America
- Schnitzer Steel Industries
- 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 University Of Southern California
- Thor Industries, Inc.
- Towers Watson
- Toys 'R' US, Inc.
- University Of Alabama - Birmingham
- WABCO Holdings
- Wagon Automotive
- Washington Mutual, Inc.
- Western Union
- Xerox Corporation

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Strategic Editorial for **HRO Executives**



A Great Read Delivers Great Leads

The *HRO Today* Publishing Platform is read by more than **140,000** HR Executives Worldwide!

73% 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 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



NEW FOR 2015

- RPO: Getting Employment Branding Right
- Screening Healthcare Workers How-To
- Strategies for SOW Workers
- Customer-Driven Recognition Programs
- Improving Exit Interviews: What You Can Learn and Leverage
- Managing Health Benefits for FTEs and Contingent Workers
- Leveraging VMS for Your Global Workforce

Strategic Editorial for **HR Executives**

ISSUE	EDITORIAL	AD CLOSE
JANUARY/ FEBRUARY	<ul style="list-style-type: none"> • CHRO Profile • Baker's Dozen Talent Management Software • Tech Report: The Next Generation of ATS • Top HR Deals of 2014: MSP, RPO, Screening, Recognition, Tech, Relocation • Payroll Data Globalization: Gain Compliance, Cost Savings & Quality <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Digital Magazine Sponsorship • <i>HR Insider</i> e-Newsletter Sponsorship 	<ul style="list-style-type: none"> • Leveraging VMS for Your Global Workforce • How Background Screening Secures FCRA Compliance • Managing Health Benefits for FTEs and Contingent Workers • <i>HRO Today</i> Forum Preview • <i>HRO Today</i> Research Showcase • Special Advertorial Section <p>1/16</p>
MARCH	<ul style="list-style-type: none"> • Baker's Dozen Relocation • ACA Update: Maintain Compliance and Decrease Costs • Increasing Retention After International Assignments • Strategies for SOW Workers • Improving Exit Interviews: What You Can Learn and Leverage • Tech Report: Start-Ups Taking off <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Digital Magazine Sponsorship • <i>HR Insider</i> e-Newsletter Sponsorship 	<ul style="list-style-type: none"> • <i>HRO Today</i> Forum Preview • <i>HRO Today</i> Research Showcase • Special Advertorial Section <p>2/20</p>
APRIL	<ul style="list-style-type: none"> • CHRO Profile • RPO: Getting Employment Branding Right • Screening Healthcare Workers How-To • Total Workforce Solutions: Success Stories • Tech Report: Top Apps for HR Executives <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Digital Magazine Sponsorship • <i>HR Insider</i> e-Newsletter Sponsorship 	<ul style="list-style-type: none"> • 2014 TekTonic Award Nominees • CHRO of the Year Finalists • <i>HRO Today</i> Research Showcase • Special Advertorial Section <p>3/20</p>
MAY	<ul style="list-style-type: none"> • Baker's Dozen MSP • Baker's Dozen Subset: VMS • Wealth Benefits (401K, Life Insurance) • Taking Your Mobile Recruiting Program to the Next Level • Choosing the Right Technology for Your MSP • Leveraging Learning for Leadership Development <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Digital Magazine Sponsorship • <i>HR Insider</i> e-Newsletter Sponsorship 	<ul style="list-style-type: none"> • <i>HRO Today</i> Institute Research Showcase • Bonus Distribution: <i>HRO Today</i> Forum • Special Supplement: 2015 Baker's Best • Special Advertorial Section <p>4/10</p>
JUNE	<ul style="list-style-type: none"> • CHRO Profile • Developing a Communications Plan for Your Benefits Programs • RPO's Role in Total Workforce Planning • Screening Your Entire Workforce—Contingent and International Workers Too • Customer-Driven Recognition Programs • Tech Report: Guide to Online Reference Checking <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> • <i>HRO Today</i> Digital Magazine Sponsorship • <i>HR Insider</i> e-Newsletter Sponsorship 	<ul style="list-style-type: none"> • Top Management Degrees for Online Master's Degrees in Human Resources • 2014 TekTonic Award Winners • <i>HRO Today</i> Forum Coverage • <i>HRO Today</i> Research Showcase • Bonus Distribution: SHRM 2015 • Special Advertorial Section <p>5/22</p>

* Editorial is subject to change

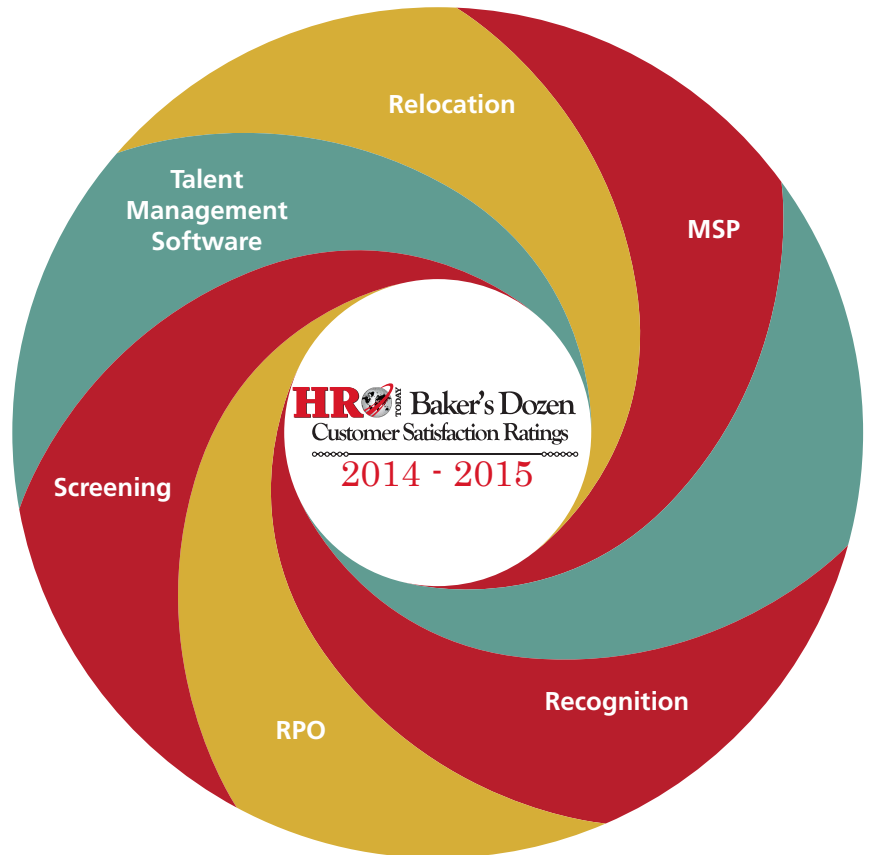
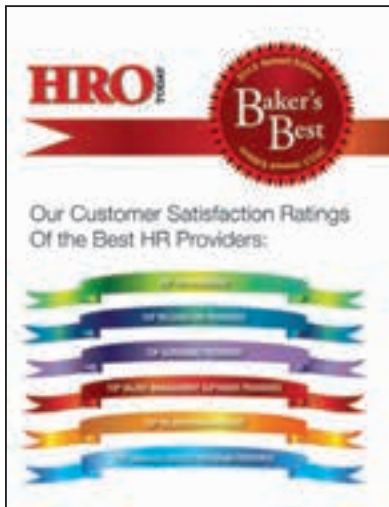
Strategic Editorial for **HR Executives**

ISSUE	EDITORIAL	AD CLOSE
<p>JULY/ AUGUST</p>	<ul style="list-style-type: none"> Baker's Dozen Recognition How to Leverage RPO's Global Expansion The Buyer's Voice: Key MSP Benefits Pre-Decision and Family Assistance Techniques for Relocation Success <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> <i>HRO Today</i> Digital Magazine Sponsorship <i>HR Insider</i> e-Newsletter Sponsorship 	<p>7/17</p>
<p>SEPTEMBER</p>	<ul style="list-style-type: none"> Baker's Dozen RPO RPO Case Studies Leveraging MSP to Fill Highly Skilled Positions Earning Cost Control and Compliance Through Relocation <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> <i>HRO Today</i> Digital Magazine Sponsorship <i>HR Insider</i> e-Newsletter Sponsorship 	<p>8/21</p>
<p>OCTOBER</p>	<ul style="list-style-type: none"> CHRO Profile Annual Thought Leader Supplement Making MSP Work for SMBs Incorporating Industry-Specific RPO Solutions Learning Tech: What's New, What's Next <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> <i>HRO Today</i> Digital Magazine Sponsorship <i>HR Insider</i> e-Newsletter Sponsorship 	<p>9/18</p>
<p>NOVEMBER</p>	<ul style="list-style-type: none"> Baker's Dozen Screening Tech Report: Bundling Tech in RPO Deals: What Works, What Doesn't Supply Chain Transparency and Cost Savings Through MSP Developmental Assignments Via Relo For Talent <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> <i>HRO Today</i> Digital Magazine Sponsorship <i>HR Insider</i> e-Newsletter Sponsorship 	<p>10/23</p>
<p>DECEMBER</p>	<ul style="list-style-type: none"> 2015 Superstars Showcase HRO Forecast 2015 RPO: From Talent Acquisition to Talent Management Getting More from MSP: What's Next How Tech is Easing the Onboarding Process Through Screening <p>DIGITAL EDITORIAL</p> <ul style="list-style-type: none"> <i>HRO Today</i> Digital Magazine Sponsorship <i>HR Insider</i> e-Newsletter Sponsorship 	<p>11/20</p>

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Baker's Best 6th Annual Best of the Best HR Providers

A Special Keepsake Edition
of all *HRO Today's* Baker's
Dozen Customer Satisfaction
Ratings – May 2015



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 2015 issue of *HRO Today*. In addition, the Baker's Best will be distributed at SHRM 2015, 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.



Thought Leadership Supplement from *HRO Today Magazine*



What Recognition Can Achieve
With Razer Suleman, Founder and Chief Achiever for Achievers

THE PROBLEM:
95 percent of organizations have a recognition program in place, but employee engagement is at an all-time low. Organizations spend an average of 2.3 percent of their total payroll on rewards programs yet Gallup reports that less than 20 percent of the workforce is disengaged with their jobs.

THE SOLUTION:
Recognition programs need to be rethought. Strategies should be built around delivering a meaningful connection to all levels of employees and at all locations on a global scale. Determine your end goals. Do you want to increase engagement and retention? Align employees to one global culture? As the recognition program becomes thoroughly embedded into an organization's culture, retention will begin to be the value of the organization in everything they do in the workplace.

Where should an organization start? Here are some best practices with impact:

- **What's in it for me?** All of your employees first and foremost. The program can "start in it for me" as a main driver. To have a lasting impact, take into account the frequency of recognition, types of recognitions, ways to share recognition, and how to deliver.
- **Consider the entire workforce.** Today, Millennials make up about 30 percent of the workforce and by 2016, that number will have increased to 50 percent. Consider feedback, clear communication, and collaborative work environments to help engagement drive for the group. Mobile applications are appealing to the generation, which helps them with appropriate recognition for years of an employee's career.
- **Ensure an engaging launch.** A recognition program should be built on the values of the company and be authentic to the organization's mission. Make sure your strategy is rooted in what is unique to your culture and communicate that. It's also important to have training tools readily available to encourage adoption rates.
- **Measure success.** Consider why you are instituting a recognition program and what you want to get out of it. Setting up key metrics is essential. Consider adoption and participation rates. Set the bar high. A watermark is 80 percent of employee adoption and implementation within the first 90 days. You will also want to be able to demonstrate the impact of your program on your employee.

THE BOTTOM LINE:
Companies can't succeed if their employees don't succeed first. What is good for employees and makes them feel satisfied and fulfilled at work is even better for their managers and their customers. Research shows that when leaders have implemented an action strategy for recognition and rewards, they can have their return on their investment something that will certainly increase with shareholders.

Engaged employees perform 20 percent better and are 87 percent less likely to leave their organizations. And organizations with high engagement also are 29 percent more productive and 40 percent more profit table than those organizations with low levels of engagement.

Remember your customers. Today the customer is complete control. Companies that prioritize the customer experience will prevail, as they generate 40 percent higher profit than their competitors by doing so. Your employees are ultimately responsible for creating repeat customers so you must empower them to meet the customer experience.

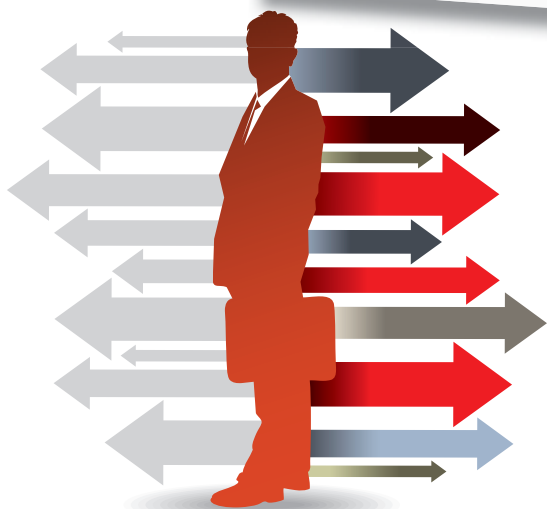
ACHIEVERS
The additional information can be found in our new book, *Employee Recognition: The Secret to Success*, available for purchase at www.achievers.com. Contact us today at 1-888-622-3343.



Choose between an exclusive Q&A with someone from your executive leadership team or a case study proving the value of your services, either written by an *HRO Today* editor. Your custom editorial can include photos of your leadership team as well as your company logo. A full-color ad delivering branding and messaging will run adjacent to your custom editorial.

HR practitioners turn to *HRO Today* to vet leading providers for outsourcing and operational services. Reach our 140,000-plus senior-level HR executives as a knowledge advisor through your operational advice or real-life success story

This directory of thought leadership will publish with our October 2015 issue, which is our Annual Buyer's Guide, and will feature bonus distribution at the 2016 *HRO Today* Forum. A digital edition will be available on HROToday.com and will be distributed to our list of 140,000 subscribers.



HRO Today Global Comes of Age



Since Autumn 2003 *HRO Today Global* has served as the sister publication to the domestic US *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.

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



READERSHIP

Senior executives overseeing the improvement of the services of HR and/or providing those services to companies

63% are VP/Director title and above

55% have over \$1M in spend authority

30% have over \$10M in spend authority

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

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

READERSHIP typically is **7,500** across Europe and **12,000** in Asia Pacific. The Autumn issue will also be distributed to the HRO Today Forum **70,000** contact list giving even broader coverage for advertisers.

COVERAGE

Providing the latest news, information, & case studies on improving the workforce through data, technology and partnership.

Regular features include regional stories, industry thought leaders, recent wins, payroll, recruitment & talent, sourcing, technology, relocation, mobility, learning & training, plus guest columnists.

READER & ADVERTISER BENEFITS

- Read about and contribute to the discussion improving the services of HR
- Learn best practices & innovative approaches through case studies and research
- Stay in touch with news on emerging practices, tools, services and other solutions
- Expand the relevance and mindshare of the company's brand as an HR innovator.

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

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

ISSUE	EDITORIAL	AD CLOSE
WINTER	<ul style="list-style-type: none"> • Top HR Deals of 2014 • Payroll Data Globalization: Gain Compliance, Cost Savings & Quality • Overcoming Talent Gaps in APAC • APAC Regional Report: Australia • EMEA Regional Report: Spain • <i>HRO Today</i> Forum APAC Preview • Special Advertorial Section 	1/30
SPRING	<ul style="list-style-type: none"> • Baker's Dozen: Relocation • Mobility: Keys to Repatriation • Emerging Market: Latin America • Best Practices For Moving To The Cloud • APAC Regional Report: Thailand • EMEA Regional Report: UK • Special Advertorial Section 	4/24
SUMMER	<ul style="list-style-type: none"> • Baker's Dozen: Recognition • Buyers' Guide • Pros and Cons of a SaaS-Based Payroll System • Managing Talent Through Total Workforce Solutions • Tackling Attrition in APAC • APAC Regional Report: China • EMEA Regional Report: France and Germany • Special Advertorial Section 	8/14
AUTUMN	<ul style="list-style-type: none"> • 2015 RPO Baker's Dozen • Mobility: Top Global Destinations • APAC Regional Report: Philippines • EMEA Regional Report: Ireland • <i>HRO Today</i> Forum EU Preview • Special Advertorial Section 	9/25

HRO Today Baker's Dozen Customer Satisfaction Survey Research

HRO TODAY Baker's Dozen
Customer Satisfaction Ratings
○○○○○
2014 - 2015

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
- In person or via conference call interpretations and suggested leveraging of benchmarked results

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



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.
- We promote your video in a custom e-mail message to the *HRO Today* subscribers.

Digital Advertising Opportunities

HR Insider e-Newsletters

Sponsor the HR Insider and your message will be delivered to over 140,000 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 Category e-Newsletter

Be an exclusive category sponsor of this *HRO Today* e-Newsletter. Your 728x90 banner will be featured at the top of your category e-Newsletter.

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 Digital Magazine Sponsorship

The *HRO Today* digital magazine is an exact replica of the *HRO Today* Magazine. Sponsors are encouraged to use video, Flash, audio, or any rich media to energize their message.

HRO Today Polling Sponsorship

Sponsor a *HRO Today* Polling question on the *HRO Today* website. You ask the question and your logo will be featured at the top of the polling tool that resides on the *HRO Today* website.

HRO Today Twitter Feed Sponsorship

Be the exclusive sponsor of the *HRO Today* Twitter feed on the *HRO Today* website. Your logo will be featured at the top of the feed and can link back to your website or your twitter feed.

HRO Today Category Sponsorship

Be an exclusive category sponsor on the *HRO Today* website. Your logo will be featured at the top of your category page. You'll also be the exclusive sponsor of the monthly *HRO Today* Category e-Newsletter that is deployed to 140,000 *HRO Today* readers.

HRO Today Custom e-Mail Message

There's no more effective way to promote the benefits of your product or service than through a customized email campaign. Deliver your custom html to our audience of HR executives. Includes delivery reports for campaign measurement.



HRO Today Customized and Topical Webinars

HRO Today Customized Webinars - Your Content/Speaker (s)

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, provide moderator, archive the presentation, and send leads for 90 days after the webinar 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. They whole experience felt more like a partnership than a straight ad buy."

— WilsonHCG

Experience. Knowledge. Reach



HRO Today Research helps leaders in the industry of HR analyze data and information to make more informed business decisions and gain competitive advantage.

HRO Today Research Media Pick Ups...

Bloomberg

**WALL STREET
JOURNAL**



Forbes

FORTUNE



In Person Presentations...

Research is presented to over **2,000** executives at executive level boutique events around the world.



HRO Today Research Fast Facts...

Research Projects have generated over **100 Million** Impressions!

Research Projects have generated an average of **250** leads for clients!

Research Clients 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

Upcoming *HRO Today* Forum Events



***HRO Today* Forum**
Philadelphia, Pennsylvania
April/May, 2015



***HRO Today* Forum APAC**
Singapore
May 2015



***HRO Today* Forum Europe**
London
11-13 November 2014

INSIDE LOOK AT OUR GLOBAL ASSOCIATION



What Will You Gain Through Membership?

- Thought Leadership Councils: Monthly teleconference meetings to discuss best and next practices, learn, and network
- Opportunities to participate with industry leaders in webinars, research, and learning
- Networking opportunities with our global membership of HR practitioners, providers, and thought leaders
- Access to our online content: case studies, industry information, best practices and research
- Annual strategic planning retreat to discuss, evaluate, and reset goals to meet the needs of our members and industry professionals
- Discounts and opportunities to engage during our HRO Today Forums (US, Europe, and APAC)
- *HRO Today* magazine digital service subscription

What TLC Fits You Best?

Talent Acquisition: recruitment, RPO, MSP, screening, relocation, metrics, and branding.

Outsourcing: supply chain management, multi-process HRO, BPO, governance, contracts, and sourcing.

Talent Management: engagement, training, and development.

Guests Joining the Discussion!

Matt Charney, Managing Editor/Director of Marketing @RecruitingBlogs

Dr Bob Nelson, Motivational Speaker, Thought Leader, Best-Selling Author, President & CEO of Nelson Motivation, Inc.

Johnny Campbell, Master Sourcer, Trainer and CEO, Social Talent

Gerry Crispin, Principal and Co-Founder at CareerXroads

Thought Leadership Councils (TLCs)

The TLCs are designed to attract a large membership audience monthly for networking, engagement, and strengthening the relevance to *HRO Today* magazine, our events, and HR.

The TLCs serve the membership by:

- Providing an opportunity for professional development and learning through valuable and engaging content;
- Delivering an outlet for best practice sharing and state of the industry discussion; and
- Offering an opportunity for networking/introductions.

Monthly TLCs integrate and engage provider and practitioner members, as well as industry thought leaders and experts. The TLCs meet monthly, via gotomeeting.com, in one of the following three formats:

- **State of the Industry:** an overview of tools, products, best practices, general Association updates and Q&A.
- **Pulse Discussion/Webinar:** a specific topic will be selected for a deep-dive conversation among members.
- **Pulse Panel:** a moderated panel comprised of a practitioner, provider, and thought leader discussing a specific topic/competency.

Visit www.hrotoday.com/association to check out website enhancements:

- Member directory
- Updated format
- Easier navigation

Hashtags for EU and APAC Forum:
#HROTodayEU and #HROTodayAP



Follow us on
@HROTAassoc

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

HRO Today Magazine 2015 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 2015 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	\$6,810.00	\$9,647.00	\$12,106.00

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 Event-Based **Specifications and Rates**

BANNER ADS	E-NEWSLETTERS																																																																												
<p>Button – Rotation of 6 – 180 x 150</p> <table border="0"> <tr><td>1 Month</td><td>\$1,350</td></tr> <tr><td>3 Months</td><td>\$3,645</td></tr> <tr><td>6 Months</td><td>\$6,480</td></tr> <tr><td>1 Year</td><td>\$11,340</td></tr> </table> <p>Leaderboard – Rotation of 3 – 728 x 90</p> <table border="0"> <tr><td>1 Month</td><td>\$4,125</td></tr> <tr><td>3 Months</td><td>\$11,137</td></tr> <tr><td>6 Months</td><td>\$19,800</td></tr> <tr><td>1 Year</td><td>\$34,650</td></tr> </table> <p>Skyscraper Rotation of 3 – 120 x 600</p> <table border="0"> <tr><td>1 Month</td><td>\$2,775</td></tr> <tr><td>3 Months</td><td>\$7,492</td></tr> <tr><td>6 Months</td><td>\$13,320</td></tr> <tr><td>1 Year</td><td>\$23,310</td></tr> </table> <p>Large Skyscraper Ad – Exclusive – 300 x 600</p> <table border="0"> <tr><td>1 Month</td><td>\$4,125</td></tr> <tr><td>3 Months</td><td>\$11,137</td></tr> <tr><td>6 Months</td><td>\$19,800</td></tr> <tr><td>1 Year</td><td>\$34,650</td></tr> </table> <p>Above the Fold Article Box – Rotation of 3 – 300 x 250</p> <table border="0"> <tr><td>1 Month</td><td>\$3,875</td></tr> <tr><td>3 Months</td><td>\$10,462</td></tr> <tr><td>6 Months</td><td>\$18,600</td></tr> <tr><td>1 Year</td><td>\$32,550</td></tr> </table> <p>Below the Fold Article Box – Exclusive – 300 x 250</p> <table border="0"> <tr><td>1 Month</td><td>\$3,875</td></tr> <tr><td>3 Months</td><td>\$10,462</td></tr> <tr><td>6 Months</td><td>\$18,600</td></tr> <tr><td>1 Year</td><td>\$32,550</td></tr> </table>	1 Month	\$1,350	3 Months	\$3,645	6 Months	\$6,480	1 Year	\$11,340	1 Month	\$4,125	3 Months	\$11,137	6 Months	\$19,800	1 Year	\$34,650	1 Month	\$2,775	3 Months	\$7,492	6 Months	\$13,320	1 Year	\$23,310	1 Month	\$4,125	3 Months	\$11,137	6 Months	\$19,800	1 Year	\$34,650	1 Month	\$3,875	3 Months	\$10,462	6 Months	\$18,600	1 Year	\$32,550	1 Month	\$3,875	3 Months	\$10,462	6 Months	\$18,600	1 Year	\$32,550	<p>Custom E-mail Blasts: Deliver your message directly to the in-boxes of more than 112,000 U.S. senior HR executives with active budgets.</p> <table border="0"> <tr><td>Custom e-Mail Blast U.S. Only</td><td>\$5,000</td></tr> <tr><td>Custom e-Mail Blast Global (140,000 Records)</td><td>\$8,500</td></tr> </table> <p>HRO Today Category eNewsletter Banner Ad: 728x90 pixels (Max 25k in size)</p> <table border="0"> <tr><td>Monthly</td><td>\$5,500</td></tr> <tr><td>Quarterly</td><td>\$15,000</td></tr> </table> <p>World of HR Monthly e-Newsletter Sponsorship – Exclusive Banner Ad: 728x90 pixels Circulation 140,000</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>HR 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 Magazine Digital Edition Sponsorship Exclusive Banner Ad: 728x90 pixels (Max 25k in size) Text Ad: 50 words maximum Circulation 140,000</p> <table border="0"> <tr><td>1 sponsorship</td><td>\$2,995</td></tr> <tr><td>3 sponsorships</td><td>\$7,785</td></tr> </table> <p>HRO Today Global Magazine Digital Edition Sponsorship Exclusive Banner Ad: 728x90 pixels (Max 25k in size) Text Ad: 50 words maximum Circulation 70,000</p> <table border="0"> <tr><td>1 sponsorship</td><td>\$1,995</td></tr> <tr><td>3 sponsorships</td><td>\$5,385</td></tr> </table> <p>HRO Today Baker's Dozen Results Show Sponsorship - \$5,000/Results Show</p> <p>Sponsorship includes your logo on all promotion materials, a custom company slide in the presentation, and you'll receive the contact information of all registered viewers.</p>	Custom e-Mail Blast U.S. Only	\$5,000	Custom e-Mail Blast Global (140,000 Records)	\$8,500	Monthly	\$5,500	Quarterly	\$15,000	1 e-Newsletter	\$2,995	6 e-Newsletters	\$15,570	12 e-Newsletters	\$26,340	24 e-Newsletters	\$47,880	1 e-Newsletter	\$1,995	3 e-Newsletters	\$5,385	1 sponsorship	\$2,995	3 sponsorships	\$7,785	1 sponsorship	\$1,995	3 sponsorships	\$5,385
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<p>All banner ads for e-mail 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</p> <p>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.</p> <p>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.</p>																																																																													

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EDUCATIONAL OFFERINGS	SOCIAL MEDIA OFFERINGS
<p>HRO Today Webinars – Lead Generation</p> <p>1 Webinar \$8,000 3 Webinars \$6,500 each</p>	
<p>HRO Today Whitepaper Sponsorships – Lead Generation</p> <p>Call for details</p>	<p>CUSTOMER SATISFACTION SURVEYS</p> <p>Detailed Performance Report \$20,000</p>
<p>HRO Today Video Lounge Sponsorships</p> <p>3 Months \$7,500 6 Months \$12,000 1 Year \$20,400</p>	<p>EVENT SPONSORSHIPS</p>
<p>#Tchat Sponsorships</p> <p>1 Chat \$10,000 3 Chats \$27,000 6 Chats \$45,000</p>	<p>HRO Today Forum North America Call for details</p> <p>HRO Today Forum APAC Call for details</p>
<p>HRO Today Category Sponsorship</p> <p>3 Months \$15,000 6 Months \$24,000 1 Year \$36,000</p>	<p>HRO Today Forum Europe Call for details</p>
<p>HRO Today Twitter Feed Sponsorship</p> <p>3 Months \$7,500 6 Months \$12,000 1 Year \$20,400</p>	
<p>HRO Today Polling Sponsorship</p> <p>3 Polls \$7,500 6 Polls \$12,000 12 Polls \$20,400</p>	



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2015 INTEGRATED MEDIA PLANNER



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