

Web Advertising
E-Newsletters
Direct E-Mail
Lead Generation
Appointment Setting
Webinars



HR Morning

A Network of News, Opinion and more for HR Pros

Fast & effective ways to reach HR decision makers

MEDIA KIT

HR Morning is an authoritative resource for the latest news and analysis in the ever changing world of human resources.

Every day, **HR Morning** keeps subscribers up to date with the latest products & services available to enhance HR productivity.



HR Morning boasts **99,000** visitors and **181,000** page-views a month

Every Monday a newsletter is sent to a **database of 190,000** subscribers

Our readers are interested in the following products/services:

- Health and/or dental benefits
- New hire screening and testing
- Supervisor Training
- Leadership Development
- HR information systems
- Wellness Programs
- Retirement benefits
- HR IT Solutions
- Talent Management

TOP TEN TITLES of subscribers to HR Morning

- Manager of HR
- Director of HR
- Office Manager
- Controller
- Owner
- Benefits Administrator
- Recruiter
- President
- Benefits Manager
- Vice President of HR

Display Advertising

- E-newsletter sponsorship and banner ad placements available
- Increase brand exposure
- Drive clicks and traffic to your site
- Reach targeted audience of industry decision makers
- Instant feedback, measurable results
- Associate your brand with a trusted industry authority



E-Blasts

- Market to a targeted audience – filter off of title, industry, company size, etc.
- Fully customizable message to increase effectiveness
- Drive clicks and traffic to your site
- Instant feedback, measurable results



Lead Generation

- Promote your whitepaper or marketing collateral through our e-newsletter or trained call center team.
- Increase conversion rates – target ideal customer profile: title, industry, company size, etc.
- Generate qualified leads – those who download the whitepaper and match your profile are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Reduced risk - only pay for leads matching your target profile
- Manual quality check - each lead generated is individually scrubbed for quality purposes



Advertising Opportunities (continued..)

Appointment Setting

- Take your lead generation efforts to the next level with our appointment setting services
- Increase conversion rates - target ideal customer profile: title, industry, company size, etc.
- Generate opportunities, not leads - prospects are carefully prescreened by our trained call center team.
- Sales-ready - those who agree to an appointment are delivered to your sales team for follow up
- Shorten sales cycle - eliminate wasted efforts perusing unqualified leads
- Get past the gatekeeper - appointments are only set with decision makers
- Reduced risk - only pay for appointments matching your target profile
- Manual quality check - each appointment generated is individually scrubbed for quality purposes



Webinars

- Allow our team to develop, host, promote, and run a targeted webinar to generate sales-ready opportunities deeper through the sales funnel.
 - Topic, audience, and speaker chosen in collaboration to maximize number of qualified leads and ROI
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- Increase conversion rates – prospects are significantly more qualified than traditional lead generation efforts
 - Sales-ready – list of webinar attendees are delivered to your sales team for follow up
 - Shorten sales cycle – eliminate multiple steps in funnel, ensuring prospects have interest in your products/services
 - Build personal relationships with prospects
 - Showcase your organization as an industry expert
 - Create remarketing opportunities by recycling webinar recordings

2012 Advertising Rates

Web Banner Ads

Ad Type		CPM
Leaderboard	728x90 1 per page view prioritized location	\$35/CPM
Rectangle	300x250 per page view sidebar location	\$30/CPM
In-Story-Banner	468x60 1 per page view in story location	\$25/CPM
High-Impact	Interstials peel offs, extendables pop-unders, prioritized location/data rich	\$50

eNewsletters

Ad Type		Rates: HR Morning	Rates: HR Benefits Alert
Leaderboard	728x90	\$2,100 per week	\$1,000 per week
Rectangle	300x250	\$2,000 per week	\$900 per week
Combo package	leaderboard & rectangle	\$3,000 per week	\$1,400 per week
Multi-week package	pricing reflects 2 weeks; Call for details on extended runs	2 weeks at \$1,900/leaderboard & \$1,800/rectangle.	2 weeks at \$800/leaderboard & \$700/rectangle.
Text offer	30-50 word promotion in sponsored content section of e-newsletter	\$1,200 per week	\$500 per week

Email Blasts

Selects	Rate
Open Database	\$300/CPM
Select targeting (geo, industry, title, company size)	\$350/CPM
a/b testing	\$150 per split
Suppression Fee	\$150

Industry Spotlight Package

Highlight your newest products and services on our website and e-newsletter

Package Includes:	Rate
2-Week Homepage feature	Full Package: \$2,595
1 week e-newsletter text offer	
1 week rectangle or leaderboard ad	

Lead Generation — Starts at \$50 CPL. Call for details.

Webinars — Call for details.

Appointment Setting — Call for Details.

Material Requirements & Guidelines

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 50 max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max
- 468x60 Rectangle, flash, .gif or jpeg, 50k max file size, 4 loops max

Rich Media Web Advertising:

- SWF files and 3rd Party Ad Tags.
- Video can initiate, without audio, upon page load up to 10 seconds.
- User initiation is required to restart video with audio.
- File Size: Alt image GIF/JPG = 50k | Initial flash = 450k | Total File Size = 2.5 mb (with video)
- Format: Streaming
- Length: 30 seconds max
- Audio: On click or mouse-over with 1 second delay.
- Expandable In-Banner video on mouseover of 1 second only – expandable to 728x280pixels
- Ads may not contain persistent rapid or “strobing” animation.

Industry Spotlight & Sponsored Content:

- Scalable product logo
- Approximately 35-50 words of text describing product or service.
- URL link to company or product.

eNewsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- Text Offer - Approximately 35-50 words of text, URL link to company or product scalable product logo or image optional

Email Blasts:

- Subject line for email
- HTML version of email as a standalone file
- HTML email should use inline style (if using style tags), not style sheets or embedded styles.
- Text version of email as a standalone file (.txt file - should not include any HTML)
- Electronic means of opting out of future communications from partner. (Note: PBP Media's standard partner opt-out will also be included at the end of the email.)
- Seeded Names
- Suppression List

Lead Generation:

- For each asset, you are entitled to all creative submissions listed above. Please provide as much creative as available. PBP Media will provide limited creative support.
- Scalable client-approved logo
- Mandatory Fields for Registration Form
- Lead Dissemination requirements

Design Guidelines

HRMorning.com reserves the right to reject any insertion, graphic, text description, or URL. Ads may never have transparent background and may never blend into content screen. HRMorning.com prohibits advertisers from displaying ads or infomercials in such a way so that the reader believes the content as news, rather than advertising. Fonts and text elements may not resemble HRMorning.com content.

Prior approval from HRMorning.com must be given for use of the following rich media types.