



A Network of News, Opinion and more for HR Pros

Lead Generation

Banner and E-newsletter Advertising

Email List Rental

**Fast and effective ways to reach
Human Resource decision makers**

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HRMorning.com

Focuses on providing real solutions to real problems that HR Executives care about most....that's what differs us from the rest!

HRMorning.com

Readers Include

- VP of HR,
- HR Director,
- Benefits & Compensation Managers
- IT Director/Manager,
- President
- And other Executives

HRMorning.com

Reaching over 200,000 Human Resource Professionals Weekly.

Our audience are purchasers of:

- Time and Attendance Software
- Job Postings
- HRIS Software
- Training Programs
- Executive Education
- HR Consulting
- Wellness Programs
- Payroll and Benefits Software
- Retirement Benefits
- Health, Dental, LTD insurance
- And much more!

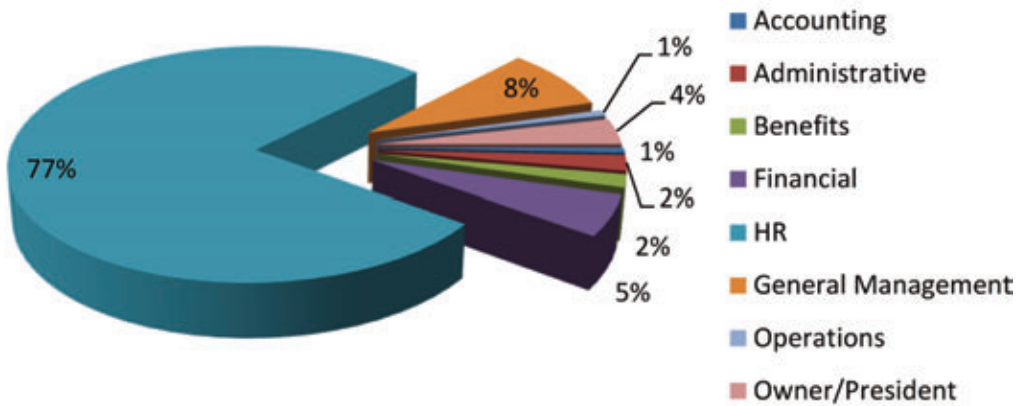


The screenshot shows the HRMorning.com website interface. At the top, there's a navigation bar with categories like 'Special Report', 'Human Resources News', and 'EyeMed'. The main content area features several articles, including 'Feds turning up the heat on 5-9s: New audits', '3 sweet perks to working in HR: Benefits today', and 'Did your employer hand out wage increases in 2009?'. There are also sections for 'Industry Spotlight', 'Quick Vote', 'See what readers are saying...', and 'Popular Human Resources Articles'. The website has a clean, professional layout with a blue and white color scheme.

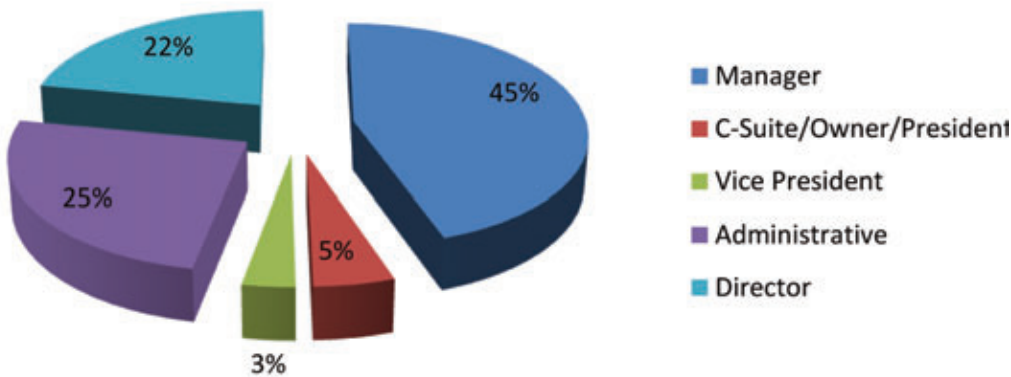
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Subscribers

Subscribers by Department



Subscribers by Position



The screenshot shows the HRMorning.com homepage. At the top, there's a navigation bar with categories like 'Special Report', 'Human Resources News', and 'Industry Spotlight'. A prominent article titled 'Feds turning up the heat on I-9s: New audits' is featured. Below it, there's an 'Industry Spotlight' for EyeMed. A sidebar on the right contains a 'Whitepapers' section with a link to 'Move it AND Lose it?'. The bottom of the page features a 'Quick Vote' section with a poll about wage increases in 2009.

Banner Advertising
Get your message in front of our HR decision makers while they are looking for information on your products and services.

Targeted Content eNewsletters

- HRMorning
- Hr Benefits
- HRTech

Sponsorships offers our clients a unique competitive advantage with maximum exposure beside targeted content.

- 728x90 static ad
- 300x250 image or contextual ad

This screenshot shows a different section of the HRMorning.com website, specifically the 'Latest News & Views' area. It features several short articles with headlines like 'Pending pay bill could 'cripple small businesses'', 'Best responses when top-notch candidates want more money', and 'Social networks have arrived -- bye-bye job boards?'. A large advertisement for 'WhyEyeMed.com' is prominently displayed, offering a 40% discount on unlimited additional pairs of eyewear. The ad includes the EyeMed logo and the text 'Because a 40% discount on unlimited additional pairs of eyewear should be standard. Find out more. WhyEyeMed.com'.

Direct Email Blast
Your content to our audience. Targeted message right to the inbox of your target.

Choose your selects by Geography, Title, and or Employee size. Creative image 600x400 pixels. HTML files only.

The screenshot shows an email blast from Ultimate Software. The subject line is 'I'd like to invite you to be my guest at a complimentary, one-day interactive HR Workshop on October 26th at Savannah Center in West Chester, OH.' The body of the email describes the workshop, its agenda, and registration details. It lists topics such as building a wellness program, developing recruitment and retention programs, and establishing a mentoring program. The email is signed by Jody Kaminsky, Vice President of Communications at Ultimate Software. At the bottom, there's a footer with the Ultimate Software logo and a unsubscribe link.



Lead Generation

YOU Provide :

- The Assets and Collateral such as white papers, pod casts, and product demos
- Provide Creative

HR Morning:

- Promotes through homepage features, banners, permission based emails, and newsletter sponsorships
- Collects Lead Inquires
- Custom Lead Forms
- Custom Lead Dissemination-
- No Set-up Fee — Pay per Qualified Down-load
- Flexible Program Commitments
- Not a cost-per-click like other industry programs-
- No extra charge for EBlast-
- Starting at \$50 CPL

Sponsored Content

Include your content in our e-newsletters. We accept 30 to 50 words of text as a teaser leading up to the asset which we host on our site.



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Client Testimonials

PBP has been excellent to work with. Their sales force and ad ops team have been easy to work with as well as knowledgeable about not just their own opportunities but the HR landscape in which they operate offering competitive prices and an array of opportunities. They performed well for us delivering high CTR, generated a fantastic ROI which included a lot of new customer generation (based on revenue), as well as demonstrated their readers are perfect for anyone looking to advertise in the B2B HR space, driving a ton of click conversions. They are one of the best HR verticals out there and we plan on using them consistently in the future.

*John Shubert
Mediaedge:cia
Sr Media Planner*

Advertising with PBP Media has helped the traffic and our leads to our site tremendously. The advertising staff has been a big help in helping with any problems we have had with our promotion, which has only been problems on our part. I personally visit their websites (hrtechnews.com, hrmorning.com) every day to see what's new. The writers and staff of their websites make their content worth viewing, and I learn something new every time I visit. Overall, PBP Media is a great HR company and should have a solid future on the web.

*DeShea Witcher
Internet Marketer
Software Techniques Inc.*

Over the past several years, we have gotten really good results using HR Morning for our direct marketing campaigns. Our cost per response is significantly lower compared to other vendors. My needs can be a challenge as I am targeting specific geographic areas to promote day-long, in-person HR conferences. With HR Morning, I am able to reach a large audience that typically translates to a good response. I have found my rep to be very easy to work with, professional, accommodating and open to different solutions to help us reach our goals.

*Molly Bushwaller
Ultimate Software: Ultipro*

2011 Advertising Rates

Web Banner Ads

Ad Unit	Dimension	Rate
LeaderBoard	728x90	\$25
In-story Rectangle	300x250	\$30

eNewsletters- Exclusive Sponsorship Include 728X90 AND 300x250

Title	Ad Unit	Dimension	Rate	Exclusive Sponsorship
HR Morning	LeaderBoard	728x90	\$1800.00	both units \$3000.00
	In-story Rectangle	300x250	\$1800.00	
HR Benefits	In-story Rectangle	300x250	\$850.00	NA
HRTech	In-story Rectangle	300x250	\$850.00	NA

eBlasts

Select	Rate*
Entire Database	\$200/CPM
Selects — including title, geo, industry (SIC), and company size	\$250/CPM

*discounts available for multi-week runs

Industry Spotlight Pricing Starts at \$2,395 per Asset

Showcase your newest White paper, podcast, demo, etc... on our Homepage and eNewsletter.

- 2-Week Homepage Feature
- 1 eNewsletter Sponsorship
- Value-Add Banner Impressions (choose 728x90 or 300x250)

Lead Generation

Customized Program-content syndication. Call for Details. **Average \$50CPL**

Delivery and push methods include, but not limited to eBlast, eNewsletter, Banners, Home-page Features, and Run-of-Network reach, with a Customized Lead Form.

Materials Requirement

Web Banner Materials:

- 728x90 Leaderboard, flash, .gif or jpeg, 25k max file size, 4 loops max
- 300x250 Rectangle, flash, .gif or jpeg, 25k max file size, 4 loops max

eNewsletter Materials:

- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static
- Text Ad Spot or Ad Image: 300x250 Rectangle, .gif or jpeg, 25k max file size, static
- approximately 35-50 words of text-depending on font size

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

PLEASE NOTE: When creating materials, please do NOT use style sheets! We can not accept them as they tend to get altered, stripped out and/or picked up by email filters.

Content Syndication for EACH asset:

- 300x250 Text Ad Spot (30-50 words). The text should be a teaser leading to the asset.
- 728x90 Leaderboard, .gif or jpeg, 25k max file size, static (for the newsletter placement)
- Text Ad Spot or Ad Image: 300x100 Rectangle, .gif or jpeg, 25k max file size, static -which is about 35-50 words of text-depending on font size

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

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Advertising Guidelines & Policies

Animation/Looping Guidelines

No ad loop maximum; total animation time for all lops combined cannot exceed 30 seconds. Ads may not contain persistent rapid or “strobing” animation.

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.

eNewsletters

For optimal email viewing, eNewsletter ads must be static jpeg or .gif only

eBlasts

- Materials are due 1 week prior to scheduled flight date
- Recommended maximum HTML width: 600 pixels
- Images included must be static jpg or gif only; no flash
- Send suppression list as .xls or tab-delimited .txt file
- Subject line and text version also needed

Approval Process for Rich Media

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

- Floating Ads
- In-Banner Streaming Video
- Expandable Banners
- Interstitials