



# HRhero

Your Employment Law Resource

## Media Kit 2009

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- Buttons
- Contextual targeting

### HR Hero Line E-zine

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Your Employment Law Resource

## Representative Subscribers

Eddie Bauer  
Sony Pictures Entertainment  
U.S. Department of Labor  
Pfizer  
Google  
Motorola  
FEDEX  
Samsung America  
Lowe's  
Comcast  
Walgreens  
Azteca Foods Inc  
Coca-Cola Enterprises  
Great Western Drilling Co  
Texas Instruments  
Interstate Battery  
EEOC  
Hilton Hotels Corporation  
Blue Cross & Blue Shield of Texas  
Williams-Sonoma  
Los Angeles County Assessor  
American Honda Motor Company  
Baylor College of Medicine  
And tens of thousands more

**HRhero** is a suite of resources that assists Human Resources professionals, employers, and their counsel in staying current with changing state and federal employment law. These resources include paid-subscription newsletters, books, manuals, DVDs, subscriber-exclusive Internet-based information, the multi-blog website Employment Law Post, live seminars, webinars, and audio conferences. The quality of these products and services, coupled with being first-to-market with true state-specific content, has helped the brand build a rock-solid reputation for accuracy, timeliness, and value.

Through our primary online presence at HRhero.com and our weekly e-zine *HR Hero Line*, we provide thousands of private and public-sector decision-makers with solutions to their policy-development and employee-management challenges. These include legal compliance concerns at the state and federal level, effectiveness benchmarking, career advancement and "best-practices" questions.

Our content is provided by in-house editors and the Employers Counsel Network, a nationwide affiliation of leading employment law firms representing management, allowing HRhero resources to provide both state and federal employment law solutions.

This unique characteristic elevates HRhero resources and draws leading HR executives with decision-making authority for purchasing resources related to:

- Compliance Training
- Talent Management
- Recruitment & Retention
- Compensation & Benefits
- HR Information Systems
- Career Development
- Motivation & Recognition
- Employee & Supervisor Training
- Administration & Recordkeeping
- Retirement Programs
- Health & Safety
- Testing & Screening Services
- Relocation
- HR Consulting Services

### HRhero users are key decision makers:

- HR Manager
- Director of Human Resources
- VP of Human Resources
- Benefits Manager
- General Counsel
- Corporate Counsel for Employment Law
- Chief Learning Officer
- CEO/ COO/ CFO/ President

When you advertise on HRhero.com, you're in good company:

- Aetna
- Bellevue University
- Excelsior College
- iCIMS
- SPECTRUM Human Resources Systems Corporation
- Success Factors
- Ultimate Software

## ADVERTISING REPRESENTATIVES

**W.G. Holdsworth & Assoc., Inc.**



**Wally Holdsworth**

714.602.2161

West wallyh@wgholdsworth.com



**Nancy Wood**

908.537.7178

East nwood@embarqmail.com



# HRhero

# Online



With 285,736 average page views per month, and averaging 105,938 visitors, HRhero.com is the destination of choice for HR managers and their counsel in search of state and federal employment law information.

## THE WEBSITE

HRhero.com and EmploymentLawPost.com, its companion site featuring a variety of well-read blogs, draw visitors and members with purchasing authority at thousands of the nation's most admired employers.

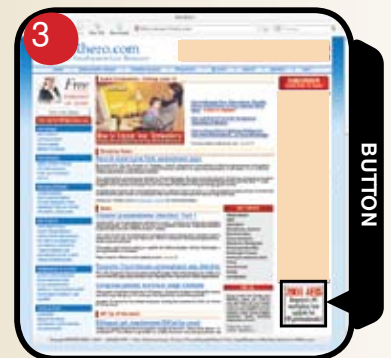
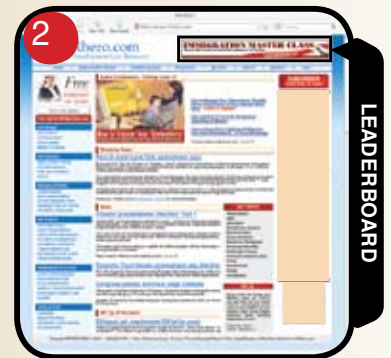
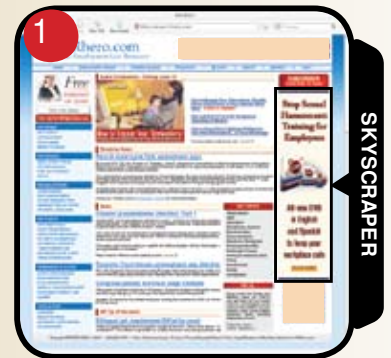
Our wide variety of specific-interest pages mean you get your message before just the right prospect at the perfect moment for initiating interest.

HRhero.com features a variety of paid research and reference tools for HR managers, executives, and their counsel:

- Searchable database of articles, drawn from our 50-state network of employment law newsletters, delivering state and federal law compliance advice and best-practices guidance.
- Active moderated community forum where HR professionals post questions about a specific management challenge. Answers come quickly from fellow HR managers and employment law attorneys with extensive experience with the issue raised.
- An extensive library of sample workplace policies and procedures for download, customization, and use in employee handbooks and supervisor manuals.

EmploymentLawPost.com delivers late-breaking HR news, management wisdom from experienced and opinionated experts, and the award-winning blog *That's What She Said*, which examines the costly legal blunders presented each week on NBC's *The Office*.

## MESSAGING OPPORTUNITIES



## HRHERO ONLINE ADVERTISING RATES

Website Ads	Rate	Dimensions (pixels)
Skyscraper	\$20 CPM	160x600
Leaderboard	\$18 CPM	468x60
Button	\$6 CPM	125x125

Rates are gross dollars per thousand with a minimum commitment of 125,000 impressions. Inquire about volume discounts.

- 1 Skyscraper**  
Premium, rotating banner featured along the right side of the HRhero.com® home page and throughout the site.
- 2 Leaderboard**  
Rotating banner featured on the top of the HRhero.com® home page and throughout the site.
- 3 Button**  
Fixed-position banner featured along the right side of the HRhero.com® home page and throughout the site.



## THE E-ZINE

Each week, over 75,000 opt-in subscribers receive HR Hero Line, the e-zine on new management techniques and emerging employment law compliance challenges (and their solutions). These decision-makers get ideas, answers and inspiration from the leading voices in people management.

A recent issue's headlines shows the diversity, currency and value of HR Hero Line's editorial focus:

- How to prepare now for next month's revised regulations on FMLA, ADA, and union organizing
- Results from our survey on raises
- New law addresses mental health coverage parity
- Federal contractors required to use E-Verify system
- Update on FCRA: new court decision, new FACTA regs
- More workers protected from disability discrimination under ADA Amendments Act
- 10 key changes in new FMLA regulations
- FMLA regs provide detail on leave for military families
- Employee Misclassification Prevention Act update
- Critical: What We Can Do About the Health-Care Crisis

## HR HERO LINE SPONSORSHIPS

	1X	3X	6X	9X	12X
First Sponsor Position	\$3,250	\$3,150	\$2,925	\$2,775	\$2,600
Second Sponsor Position	\$1,600	\$1,550	\$1,440	\$1,360	\$1,280
Skyscraper (160px600px)	\$3,250	\$3,150	\$2,925	\$2,775	\$2,600

Two "Text with Brand" sponsorship opportunities are available in each weekly edition. The first sponsor message appears just below the first "Feature"; the second message appears halfway down the e-zine. Each is limited to 50 words.

Representative reader titles:

- HR Manager
- Director of Human Resources
- VP of Human Resources
- General Counsel
- Corporate Counsel for Employment Law
- CEO
- President

- Chief Human Resources Officer
- Senior Vice President of Human Resources
- Chief Financial Officer
- Chief Information Officer
- Director of Human Resources
- General Counsel
- Vice President of Administration
- Director of Compensation & Benefits

HR Hero Line subscribers include HR Professionals at America's most admired employers:

- Cornell University
  - Dow Corning
  - Exxon Mobil
  - Fedex
  - Frito Lay
  - Hersheys
  - International Paper
  - John Deere
  - Liberty Mutual
  - Loomis Fargo
  - Marriott
  - Sony Music
  - UPS
  - American Red Cross
  - Wal-Mart
  - Weyerhaeuser
- And over 75,000 more!





# E-mail



Reach 93,594  
Decision-makers  
Instantly with  
the HR Hero  
E-mail List

## YOU'VE GOT SALES!

The HR Hero opt-in e-mail master file consists of 93,594 highly responsive business executives, Human Resources managers, workers' compensation specialists, small business owners, attorneys and other influential business professionals. They paid to subscribe to our targeted publications from newsletters to books, purchased training products from videos to guidebooks, requested to receive vital updates via e-zine, and registered to attend live seminars and audio conferences, all to keep themselves and their company's supervisors up-to-date with the current issues affecting policies and procedures. They are leaders and decision-makers interested in both employment law developments as they affect workplace policy and Human Resources best practices.

**\$390/ M\***

### Selections:

Title	\$15/M
Function	\$15/M
State	\$15/M
Company Size	\$15/M
Industry	\$15/M

### Update:

Continuous

### Commission:\*\*

Ad Agency 15%

### Source:

Online buyers/subscribers

### Options:

URL Tracking	FREE
Personalizations	FREE
Minimum Order:	5,000


**Mail dates sell out 4-6 weeks in advance, so book early!**


\* Includes Transmission.

\*\* Commission is calculated on base price of \$275/M.

## ADVERTISING REPRESENTATIVES

W.G. Holdsworth & Assoc., Inc.

 **Wally Holdsworth**  
714.602.2161  
West wallyh@wgholdsworth.com

 **Nancy Wood**  
908.537.7178  
East nwood@embarqmail.com







# HRhero

# Events

From state-specific workshops to audio conferences to our annual summit of top legal experts, HR professionals at America's top employers turn to HR Hero Events to stay atop changes in the law and ensure policy compliance. These events present you with superior marketing and promotion opportunities through sponsorships and exhibiting.



## 2009 ADVANCED EMPLOYMENT ISSUES SYMPOSIUM

In its 14th consecutive year, this event will pair the nation's largest faculty of employment law attorneys with a who's-who of Human Resources professionals for 2 days of workshops, roundtable sessions, panel discussions and lunches.

**Hilton Nashville Downtown (September 17-18)**

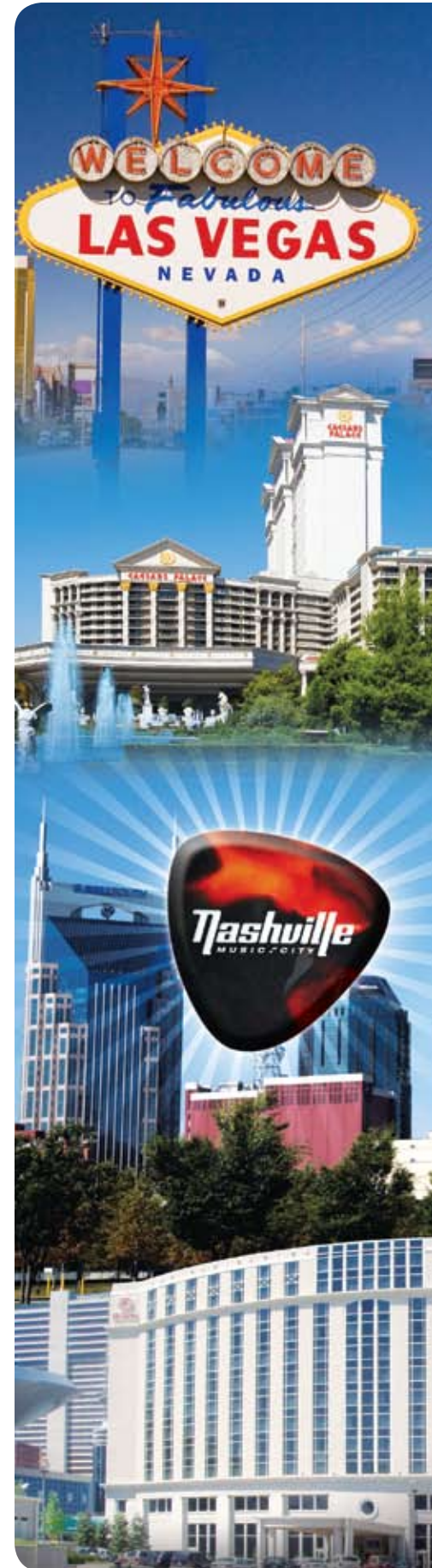
**Caesars Palace, Las Vegas (October 29-30)**

*Advanced Employment Issues Symposium Lets You Connect in an Atmosphere Perfectly Suited for Maximum Exposure*

Maximize your sponsorship dollars and exposure at the Advanced Employment Issues Symposium. Each sponsorship package provides optimal pre-event, onsite and post-event visibility through logo placement, advertising, attendee list access and exclusive sponsor benefits.

**Last year's attendees reflected senior leadership positions, including:**

- CEO
- Chief Human Resources Officer
- President
- Senior Vice President of Human Resources
- Chief Financial Officer
- Vice President of Human Resources
- Chief Information Officer
- Director of Human Resources
- General Counsel
- Vice President of Administration
- Vice President & General Counsel
- Director of Compensation & Benefits



## Advanced Employment Issues Symposium Platinum Sponsorship - \$18,000

Exclusive opportunity: Limited to one sponsor

The Platinum Sponsor of the Advanced Employment Issues Symposium benefits from nine months of prime exposure through pre-conference marketing and high profile visibility during the event. This exclusive package offers these powerful marketing opportunities:

- Your logo prominently displayed on the front cover of the conference brochure
- Inclusion of your logo within all event-related promotional materials, including:
  - E-mail invitations
  - Print and online banner advertisements
  - Conference web site with hyperlink to your site
- Verbal recognition at all general sessions, with option to make welcoming remarks at the opening keynote session
- One complimentary exhibit space (Nashville only)
- Your logo displayed on the front cover of the conference onsite program
- Free skyscraper advertisement in HR Hero Line, the e-zine with over 75,000 subscribers
- Slide presentation during the opening keynote session showcasing your logo to conference attendees
- Option to insert your promotional materials in attendees' packets
- Exclusive privilege to sponsor the Networking Reception for conference attendees
- Six complimentary guest passes to the conference
- Sponsorship badge ribbon
- Onetime use of conference registrant mailing list through a bonded mail house
- First option to retain the same sponsorship position at the 2010 Advanced Employment Issues Symposium

## Gold Sponsorship - \$12,000

Limit: Two sponsors

This is an image-building opportunity to receive prime visibility among HR decision-making professionals, offering inclusion of your logo within all event-related promotional materials, including:

- Conference brochures
- E-mail invitations
- Print and online banner advertisements
- Conference web site with hyperlink to sponsor's site

This sponsorship level also includes:

- Verbal recognition at all general sessions
- One complimentary exhibit space (Nashville location only)
- Half-page ad in the conference onsite program
- Three complimentary guest passes to the conference
- Onetime use of conference registrant mailing list through a bonded mail house
- First option to retain the same sponsorship position at the 2010 Advanced Employment Issues Symposium

## Exhibitor Only Packages: - \$2,000 (Nashville Only)

Limit: 8 Exhibitors

The Advanced Employment Issues Symposium Exhibitor Package enables you to enjoy face-to-face time with HR professionals attending America's premier employment law conference. With just 8 available exhibitor openings, you're ensured a prominent, intimate marketing experience.

- 2 full conference passes for exhibitor reps
- Standard listing on conference web site with link to your home page
- A complimentary 40-word description of your company in the conference manual
- Onetime use of conference registrant mailing list through a bonded mail house
- Exhibitor may provide names/addresses of clients or prospects to be invited to attend this event with a 10% discount
- 6' draped table, 2 chairs
- Identification sign
- 24-hour security

## Our Live Events Bring Out the Best

### WHO ATTENDS THIS EVENT?

**Advanced Employment Issues Symposium attendees are found running Human Resources departments in some of the most prestigious corporate, educational and public sector organizations, including:**

Franklin Covey Company  
LexisNexis  
Federal Express  
Hilton Hotels Corp  
Quebecor World  
Brigham & Womens Hospital  
City of Milwaukee  
Farmers Insurance Group  
Wells Fargo  
Hitachi Instruments  
Texas Tech University  
Coca-Cola Enterprises  
The Beverly Hills Hotel  
JPMorgan Chase

Rust-Oleum  
Johnson Controls  
Gulfstream  
Aramark  
Nestle USA  
Kaiser Permanente  
University of Southern California  
Federal Reserve Bank of Dallas  
Boeing  
Turner Construction  
Family Dollar  
Konica Minolta  
And over 700 others



## MASTER CLASSES

Highlight your company's unique products and services by sponsoring one or more of these one-day, local, issue-specific seminars for HR professionals. We draw audiences eager to learn compliance strategies, earn continuing education credit, and manage their workforces more effectively. We present master classes in dozens of U.S. cities targeting the hottest and most challenging laws, such as:

- Family and Medical Leave Act (FMLA) Master Class
- Americans with Disabilities Act (ADA) Master Class
- Wage & Hour Master Class
- Union Avoidance Master Class

Master Class sponsorship offers these exceptional benefits:

- Your logo displayed in the Master Class brochure
- Your logo displayed on Master Class web site with hyperlink to your site
- Your logo displayed in the Master Class onsite program, promoting the event
- Up to 3 pages in the Master Class onsite program
- Display of your literature at the event
- Verbal recognition at the event
- Two complimentary guest passes to each Master Class
- Onetime use of conference registrant mailing list through a bonded mail house
- First option to retain the same event sponsorship when next presented.

**Master Class sponsorship - \$5,000 for 5 full-day events of your choosing.**

## WEBINAR & AUDIO CONFERENCE SPONSORSHIP

Thousands of HR professionals take advantage of the convenient learning opportunity found in our webinar audio conferences. These 90-minute presentations, delivered via conference call and over the web, cover a wide variety of topics and permit virtual attendees to get answers to their specific management questions. Recent audio conference titles:

- Understand the New FMLA Regulations: What Changes in 2009
- Going Beyond the Paycheck: Low-Cost Recognition Programs to Boost Productivity
- 2009 Recruiting: Feed Your Talent Pipeline Using Facebook and Other Social Media
- ADA Amendments Act: Get Ready for New Challenges
- Smartphones and Overtime: Policy Essentials for the 24/7 Workweek
- New EEOC Religious Discrimination and Accommodation Guidance
- Advanced On-Boarding Strategies: Engage Your New Hires in the First 90 Days
- Managing Pregnant Employees: Avoid ADA, FMLA, and PDA Traps
- Same-Sex Marriages: Overcoming Policy, Benefit and Payroll Challenges
- Dos and Don'ts for Employing in Canada

**Quarterly sponsor (approximately 30 Audio Conferences) - \$10,000**

**This premium package offers highly effective marketing opportunities:**

- Exclusive sponsorship of all audio conferences presented in one calendar quarter
- Inclusion of your logo (with hyperlinks where applicable) within all event-related promotional materials, including e-mail invitations and online banner advertisements
- Your logo prominently displayed on all audio conference web pages with hyperlinks to your site
- Your logo displayed on the front cover of all audio conference handbooks with option to insert your promotional materials into audio conference collateral material
- Two complimentary passes to each live audio conference broadcast
- Two complimentary CD recordings of each audio conference
- One-time use of the registrant e-mail list



## Representative Attendees

Eddie Bauer  
 Dow Corning  
 Duke University  
 Ecolab  
 Enterprise Rent A Car  
 Experian  
 Exxon Mobil  
 Farm Bureau Insurance  
 Fedex  
 Federal Home Loan Bank  
 Federal Reserve Bank  
 Fidelity Investments  
 FMC  
 Focus on the Family  
 General Dynamics  
 Glaxosmithkline  
 Goodrich Corporation  
 Google  
 H & R Block  
 Harris Bank  
 Heinz Frozen Food Co  
 HSBC Bank US



## ADVERTISING MATERIALS

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### Mechanical Requirements

Advertisers can provide “web-ready” artwork according to the following specifications. Materials not meeting the specifications below will be converted and billed to the advertiser.

Note: All graphic ads must also supply a 60-word or less text ad for e-zine advertising.

### Skyscraper Ads

160x600 pixels and a maximum file size of 20-25K.

### Banner Ads

468x60 pixels and a maximum file size of 20K.

### Button Ads

125x125 pixels and a maximum file size of 12K.

### Text Ads

40 words and a logo (up to 85x100 pixels and a maximum file size of 5K) and a working link to your landing page or redirect tags.

### Animated Ads

Three rotations maximum.

### Rich Media Files

We accept HTML and Flash files. Rich media cannot extend beyond the boundaries of the unit size (including roll-over applications). For a specification sheet, please contact your sales representative.

### File Formats

Finished art should be saved in JPG, Gif, or SWF formats.

### URL

Direct members to the appropriate place on your web site when they click on your ad. The most appropriate URL may not be the home page, depending on your offer. Link to the page that helps generate a lead for you.

### Third-Party Ad Server

All third-party creative must be reviewed and approved prior to the start of the campaign.

We are able to work with most third-party ad servers (such as Doubleclick, Mediaplex, Atlas, Bluestreak, etc.) running standard creative in JPG, Gif, or SWF formats. To inquire about using a particular third-party ad server or acceptance of non-standard ad placements (expandable, floating, etc.) on our site, please contact us with questions.

### Materials Deadline

All ad materials are due at least 5 business days prior to “live” date. Send all creative to: [art@HRhero.com](mailto:art@HRhero.com) or your advertising representative.

## ADVERTISING REPRESENTATIVES

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### W.G. Holdsworth & Assoc., Inc.



**Wally Holdsworth**

714.602.2161

West [wallyh@wgholdsworth.com](mailto:wallyh@wgholdsworth.com)



**Nancy Wood**

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