

Rate Card

No. 47

Effective January 2009



Print

Online

Direct Marketing



Cross-platform integration: online, print and direct marketing.

Take advantage of the power of the *Workforce Management* brand with an integrated campaign across all our platforms. Each product plays a different role in your mix, and the sum of the parts is greater than the whole.

Print: top titles, top companies.

With our quality content, *Workforce Management* magazine has become the preferred book for forward-thinking executives. Reference issues with market-making content and long shelf life include special reports and white papers on specific areas.

Online: the largest audience in HR is also the most targetable.

Workforce.com has the largest reach of any media vehicle in HR, with a member base of 422,466* registered users. We provide you with various ways to target this audience, including content channels to zero in on your key vertical markets, e-mail newsletters, webcasts, webinars, online advertising, pay-per-click programs and the most-visited vendor resource guide on the Web.

Direct marketing: opt-in lists of print and online subscribers.

Selectively target a premium audience, or maximize reach with the industry's largest lists. We offer both postal lists and e-mail lists of responsive and receptive opt-in subscribers.

* *Workforce Management* online registered members as of July 31, 2008.

Print

Workforce Management reaches top management at large companies, where the action is and where there is a need to spend money on vendor products and services. Our readers spend more time with us because our journalistic quality is that of a mainstream business book, not a trade book. Your ad has more visibility and impact when you advertise with us.

RATE CARD FOR
WORKFORCE MANAGEMENT
MAGAZINE,
DISPLAY AND CLASSIFIED
ADVERTISING

HARD TIMES: SLASH-AND-BURN ISN'T THE WAY TO GO / PAGE 42

Workforce

workforce.com

MANAGEMENT

AUGUST 11, 2008 • 58



OutFront

MORE WORKERS DIP IN TO 401(K)S

4 Rocky economy and rise in layoffs create need for hardship withdrawals.



CO-WORKING CUTS COMMUTES

10 Companies, staffers find sharing off-site office space has its advantages.

LONG-TERM LAG

14 Study: A glaring lack of workforce contingency planning within U.S. firms.

crain

Crain Communications Inc

Going the Extra Mile

EMPLOYERS THAT ARE SEEING WORKFORCES IN CRISIS BECAUSE OF THE HIGH COST OF DRIVING TO WORK ARE OFFERING HELP. EVALUATING COMMUTING PATTERNS AND COST-TO-BENEFIT RATIOS IS KEY BEFORE EMBARKING ON A SOLUTION, EXPERTS SAY. STORIES BY PATRICK J. KIGER

THE VIEW from his window gives David Lewis, CEO of Stamford, Connecticut-based human resources consulting firm OperationsInc, a pretty good sense of the discomfort that his employees are experiencing from rising gas prices. "My office looks out upon three gas stations," Lewis says. "I watch the guys

climbing up ladders with poles, changing the prices every week."

Lewis allows two of his 25 employees to work from home, and another two are able to use public transportation to get to clients' work sites. But for the remaining staffers, who live in distant suburbs, there's no real alter-

continued on page 22

PRETAX TICKET TO RIDE



San Francisco firms may face another employer mandate in the form of a public transit break for commuters.

By Jeremy Smerd

San Francisco employers are likely to face new legislation requiring them to provide employees with the opportunity to use pre-tax earnings to pay for passes on public transportation. The commuter benefits legislation is expected to be approved by the

2009 DISPLAY RATES

B&W RANGE	1x	3x	6x	9x	12x	18x	24x	36x	48x
Spread	20,225	19,040	17,900	16,960	16,290	15,075	14,560	14,180	13,810
Full Page	10,110	9,555	8,950	8,480	8,145	7,545	7,280	7,100	6,905
2/3 Page	8,065	7,610	7,150	6,770	6,495	6,045	5,800	5,595	5,410
1/2 Page Island	7,645	7,205	6,770	6,400	6,140	5,715	5,500	5,225	5,035
1/2 Page Horizontal	6,710	6,335	5,960	5,625	5,400	5,015	4,820	4,575	4,385
1/3 Page	5,160	4,875	4,580	4,330	4,165	3,850	3,700	3,445	3,260

COLOR RANGE

Spread	22,580	21,415	20,250	19,310	18,640	17,440	16,910	16,535	16,160
Full Page	12,785	12,155	11,625	11,150	10,820	10,215	9,955	9,770	9,575
2/3 Page	10,050	9,590	9,135	8,750	8,480	8,025	7,780	7,575	7,385
1/2 Page Island	9,630	9,190	8,750	8,385	8,120	7,690	7,480	7,210	7,015
1/2 Page Horizontal	8,685	8,310	7,940	7,595	7,375	6,995	6,805	6,560	6,365
1/3 Page	7,140	6,850	6,565	6,310	6,145	5,835	5,685	5,435	5,240

COVER (4/C)

C2	16,140	15,390	14,640	13,965	13,570	12,750	12,415	12,195	12,140
C3	15,465	14,750	14,030	13,390	13,005	12,210	11,900	11,685	11,645
C4	16,810	16,030	15,245	14,550	14,135	13,280	12,935	12,710	12,655

Best Practices White Paper Series

This stand-alone white paper supplement lets you provide a feature article-style essay enlightening readers on your best practices in various HR categories throughout the year.







Net Rates (1x)	Frequency Discounts
1 page (800 words): \$13,000	2x - 10% discount
2 pages (1,800 words): \$19,680	4x - 20% discount
3 or more pages: Contact your sales representative	

Annual HR Vendor Directory

Keep your exposure all year in the source HR executives and managers use when they're researching and purchasing HR products and services.

General listings start at \$205 per year. Check the 2009 HR Vendor Directory Rate Card for additional ad units and frequency discounts.









DISPLAY ADVERTISING SIZES

FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/3 PAGE SQUARE
					
8 3/8" x 10 7/8"	4 5/8" x 9 3/4"	4 5/8" x 7 1/4"	7 3/8" x 4 5/8"	2 1/4" x 9 3/4"	4 5/8" x 4 5/8"

2009 CLASSIFIED RATES

B&W RANGE	1x	3x	6x	9x	12x	18x	24x	36x	48x
1/2 Page	4,605	4,370	4,125	3,910	3,770	3,485	3,339	3,135	2,950
1/3 Page	3,910	3,685	3,460	3,275	3,160	2,920	2,795	2,620	2,475
1/4 Page	3,035	2,865	2,700	2,550	2,430	2,275	2,190	1,975	1,840
1/6 Page	2,430	2,290	2,150	2,030	1,965	1,830	1,735	1,555	1,420
1/12 Page	1,290	1,215	1,135	1,075	1,030	960	900	815	710
1/24 Page	710	675	635	605	555	510	500	440	395

CLASSIFIED ADVERTISING SIZES

1/2 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/4 PAGE	1/6 PAGE VERTICAL	1/6 PAGE HORIZONTAL	1/12 PAGE	1/24 PAGE
							
4 5/8" x 7 1/4"	2 1/4" x 9 3/4"	4 5/8" x 4 5/8"	3 3/8" x 4 5/8"	2 1/4" x 4 5/8"	4 5/8" x 2 1/4"	2 1/4" x 2 1/4"	2 1/4" x 1 1/8"

PRODUCTION SPECIFICATIONS

1. PRODUCTION GUIDELINES

- All advertising should be provided in digital format.
- The preferred method of receiving digital ads is in a PDF format (Acrobat 4 compatible). If sending a file type other than PDF, please contact the Production Department at (313) 446-6063.
- Embedded images must be a minimum of 266 dpi (dots per inch).
- Color images must be CMYK.
- All fonts (either PostScript or TrueType) must be embedded.
- Files containing RGB or LAB images will not be accepted.

Files should be uploaded at www.crain.com by going to the "Digital Ad Central" link. After you have uploaded your file, an e-mail is automatically sent to the production manager.

Four-Color Advertisements: To assist our printer in obtaining a good press match on a web offset press, it is important to follow general industry guidelines when preparing files and proofs. Go to our Web site at www.crain.com/digital_ad for further info.

Two-Color Advertisements: Standard AAA and ABP process colors are solid traps using process inks and are available at Standard Color Rate.

- Blue: 100% process cyan
- Magenta: 100% process magenta
- Yellow: 100% process yellow
- Red: 100% process magenta and 100% process yellow
- Green: 100% process cyan and 100% process yellow

2. COLOR RATES

Metallic Colors: Extra per page over space costs is \$1,340.

3. BLEED ADS

Acceptable in full spreads and full pages only. Gutter bleed acceptable on fractional-unit spreads meeting minimum space requirements. No extra charge.

4. MECHANICAL INFORMATION

- Publication Trim Size: 8 3/8" x 10 7/8"
- Publication Live Matter: 7 3/8" x 9 3/4" on full pages
- Bleed Size: 8 5/8" x 11 1/8"
- Printing: Web offset
- Binding: Saddle stitch

5. FILE PREPARATION

The following recommendations are offered as general industry guidelines for preparing files and proofs that will assist our printer in obtaining a good press match on our web offset press:

- 120 line screen is recommended, not to exceed 133 line screen.
- Maximum density in any one area, all colors, should not exceed 300%, with one solid color.
- Preferred proofs are Kodak Approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset printer.
- Color lasers or low-quality ink jet prints are not acceptable for color guidance.
- Follow AAA/ABP/MPA-recommended standards for process ink color formulations.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

6. AD SPACE AVAILABLE

Display Space Size	Width	x	Depth
Spread	16 3/4"	x	10 7/8"
Full Page	8 3/8"	x	10 7/8"
2/3 Page	4 5/8"	x	9 3/4"
1/2 Page island	4 5/8"	x	7 1/4"
1/2 Page horizontal	7 3/8"	x	4 5/8"
1/3 Page vertical	2 1/4"	x	9 3/4"
1/3 Page square	4 5/8"	x	4 5/8"

Classified Space Size	Width	x	Depth
1/3 Page vertical	2 1/4"	x	9 3/4"
1/3 Page square	4 5/8"	x	4 5/8"
1/4 Page	3 3/8"	x	4 5/8"
1/6 Page	2 1/4"	x	4 5/8"
1/12 Page	2 1/4"	x	2 1/4"
1/24 Page	1 1/8"	x	2 1/4"

7. PRODUCT INFO

Includes color logo or product shot, up to 10-word headline, 75 words of text, company name, contact information and Web address.

8. SEND MATERIALS TO:

All digital ad files should be uploaded via Crain's Digital Ad Central at www.crain.com.

9. PRODUCTION CONTACT INFORMATION

Diane Carver, Production Manager
 Workforce Management
 Crain Communications Inc
 1155 Gratiot Avenue | Detroit, MI 48207-2997
 E-mail: dcarver@crain.com
 Phone: (313) 446-6063 | Fax: (313) 567-7681

Contact Workforce Management today for additional information: (949) 255-5340

ADVERTISING POLICIES

PUBLISHER'S PROTECTIVE CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Workforce Management* and by their tendering such insertion order, the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from the Publisher's compliance with said insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise), and Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be party, all at the cost of the agency or advertiser who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with the agency. Publisher reserves the right, in its sole discretion, to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, or of the tendered advertising, and shall not be held liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or any circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to accept or reject or omit any advertising for any reason. No advertising will be accepted which simulates *Workforce Management* editorial material. The preceding terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Workforce Management* unless modified by written agreement signed by an officer of Crain Communications Inc (Publisher), and shall supersede any inconsistent statements in such order or contract.

PUBLICATION AND CLOSING DATES

Publisher may act on written instruction of advertiser or agency. NO CANCELLATIONS accepted after closing dates, nor is any liability assumed as to instructions received after closing date. *Workforce Management* is published twice monthly. Insertion orders are due in writing on or before the closing date, which is two weeks preceding cover date, unless otherwise stated.

PAYMENT TERMS

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment; however, Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to Publisher and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

AGENCY COMMISSION

Fifteen percent of gross billings allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges, and non-display classified advertising.

SHORT RATES AND REBATES

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

GENERAL DISPLAY RATES

Acceptable in full spreads and full pages only. Gutter bleed acceptable on fractional-unit spreads meeting minimum space requirements. No extra charge.

INSERTS

Contact Production Department for mechanical specifications, printing requirements, shipping instructions and current postal regulations on inserts; contact Advertising Department for rates on inserts.

Business Reply Cards: Acceptable in combination with single or multiple full pages. Contact Publisher for mechanical specifications and availability.

ADDITIONAL DISCOUNT OPPORTUNITIES

Consecutive Page Discount = 10%.

This discount applies to three or more full-page units, which run consecutively in a single issue of *Workforce Management*.

Contact *Workforce Management* today for additional information: (949) 255-5340

Online

With 422,466* members, workforce.com has the largest reach of any vehicle in the workforce and HR category. Workforce.com averages 401,954* unique visits per month, with 354,599* articles read. Through our Web site and newsletters, you'll have exposure to our active users in both top management and general HR.

RATE CARD FOR
WORKFORCE.COM,
NEWSLETTERS, AND OTHER
ONLINE PRODUCTS



*All figures as of July 31, 2008.

**ONLINE ADVERTISING RATES
RATE CARD NO. 18 EFFECTIVE JANUARY 2009**

Total Home Page Annual Impressions (Rates Are Gross Dollars Per Thousand)

HOME PAGE (Minimum 50,000 Impressions)	50K-99K	100K-199K	200K-299K	300K-399K	400K-499K	500K
Half Page - NEW -	231	221	210	200	189	179
Skyscraper	137	132	126	121	116	111
Leaderboard	137	132	126	121	116	111
Medium Rectangle - NEW -	137	132	126	121	116	111
3:1 Rectangle - NEW -	105	100	95	90	84	79
Home Page Pop-up	\$6,180 per month					

Total Channel Annual Impressions (Rates Are Gross Dollars Per Thousand)

CHANNELS (Minimum 25,000 Impressions: Leaderboard, Skyscraper, Medium Rectangle and Half Page Units. Half Page Units = 1.75 x Stated Rate.)	25K-49K	50K-99K	100K-199K	200K-299K	300K-399K	400K-499K	500K+
Recruiting & Staffing	113	103	98	93	88	83	78
Compensation, Benefits & Rewards	95	84	79	74	69	63	58
Software & Technology	95	84	79	74	69	63	58
HR Management	96	85	80	75	70	64	59
Training & Development	79	74	69	63	58	53	48
Legal Insight	57	46	41	36	31	26	21

WORKFORCEHRJOBS*	25K-49K	50K-99K	100K-199K	200K-299K	300K-399K	400K-499K	500K+
Horizontal 468 x 60	80	70	65	60	55	50	45
Large Button 160 x 186	80	70	65	60	55	50	45
Job Search Tools	*Custom Sponsorship Programs Available—Inquire for Details & Pricing						

WHITE PAPER POST	1x	3x	6x	9x	12x
Home Page (per month)	3,045	2,955	2,795	2,615	2,415
Channels (per month)	2,755	2,625	2,455	2,285	2,085

CASE STUDIES	1x	3x	6x	9x	12x
Product Case Study (Home Page)	7,000	N/A	N/A	N/A	N/A
Product Case Study (Channels)	5,280	5,125	4,970	4,825	4,685

NEWSLETTERS	1x	3x	6x	9x	12x
Workforce Week® (per 105k):					
First Position	5,885	5,605	5,445	5,280	5,125
First Position Banner add-on	1,030	980	925	Commit to 9x or more and Banner add-on is free!	
Second Position	2,815	2,735	2,655	2,570	2,500
Dear Workforce® (per 85k):					
Exclusive Sponsorship	4,480	4,365	4,255	4,145	3,975
Workforce Recruiting (per 60k):					
Featured Sponsorship	3,360	3,250	3,135	3,025	2,910
Workforce Benefits:					
Exclusive Sponsorship	5,635	5,305	5,010	4,710	4,410
First Position - Co-sponsor	2,925	2,795	2,665	2,535	2,405
Second Position - Co-sponsor	1,950	1,820	1,690	1,560	1,430
Workforce Training:					
Exclusive Sponsorship	5,635	5,305	5,010	4,710	4,410
First Position - Co-sponsor	2,925	2,795	2,665	2,535	2,405
Second Position - Co-sponsor	1,950	1,820	1,690	1,560	1,430

WEBCASTS & WEBINARS	1x	2x	3x	4/5x	6x
Webcasts					
Premier Sponsor (only 1 per event)	30,450				
Co-Sponsors (2 per event)	10,700				
Vendor Webinar	25,000	23,750	22,500	21,375	20,250

VENDOR DIRECTORY	1x
Main Page: Banner	2,205
Main Page: Spotlight Button	2,205
Product Category Pages: Category Spotlight Button	1,260
HR Vendor Directory Listings: Enhanced Listing	835
HR Vendor Directory Listings: General Listing	205

WORKFORCE MANAGEMENT ONLINE

PRODUCT OVERVIEW

Workforce.com has grown into the broadest-reach medium available in the industry, with 422,466 members. This makes it possible for you to integrate high-level targeting in our print publication with massive reach online.

Years ago, *Workforce Management* was first-to-market with a dedicated Web presence focused solely on employee management issues from a business perspective. Our active readers continue to see us as a resource for real-world solutions in which business objectives are achieved through effective management of human assets.

We provide a full range of online marketing vehicles to allow for deeper penetration of your marketing message, in an editorial context that engages members. From *Workforce Week*, the largest and longest-running opt-in newsletter in the industry, to well-attended and relevant webcasts, to our vendor-centric commerce center, our online products provide you with multiple opportunities for exposure.

Simply put, there is no other single resource for workforce management content online that offers greater depth, higher traffic, greater numbers of opt-in registered members (with deeper demographics) and better quantifiable performance on investment than *Workforce Management* online.

THE RIGHT DEMOGRAPHICS

Workforce Management online visitors are HR-titled and C-level decision-makers who are empowered to take action. As the first line of defense for strategic workforce management initiatives, they demand products and services that quantifiably help them deliver business results.

Workforce Management online registered members make up a full spectrum of executives and professionals with workforce management responsibilities in all major industries. Additionally, *Workforce Management* online members are defined by title as buyers and influencers of purchase decisions involved in the management of human assets within an organization.

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.

Animated Ads

Three rotations maximum.

Rich Media Files

We accept HTML, Flash files and redirect tags. For a specification sheet, please contact your sales representative.

File Formats

Finished art should be saved in GIF format.

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.

Materials Deadline

All materials are due five days prior to flight (start) date.

Supply Artwork To:

Workforce Management

E-mail: onlinead@workforce.com

NEWSLETTER REQUIREMENTS

File Formats

Company logo (120 x 60 in GIF format).

40-word company or product description.

Appropriate banner ad unit(s) where applicable.

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.

Sample Sizes:



Pop-up

File size: 12-15K
 Pixels: 300 x 250
 Resolution: 72 dpi



Leaderboard ad

File size: 18-20K
 Pixels: 728 x 90
 Resolution: 72 dpi



Skyscraper ad

File size: 20K
 Pixels: 160 x 600
 Resolution: 72 dpi



Half-page

File size: 25K
 Pixels: 300 x 600
 Resolution: 72 dpi



Medium Rectangle

File size: 20K
 Pixels: 300 x 250
 Resolution: 72 dpi



Home Page 3:1 Rectangle (button)

File size: 12-15K
 Pixels: 300 x 100
 Resolution: 72 dpi

Contact *Workforce Management* today for additional information: (949) 255-5340

PROGRAM DETAILS

Whether your campaign objectives call for increased awareness and brand exposure, direct lead generation, click-through action (or all of the above), *Workforce Management* online has a complete selection of interactive options available.

NEWSLETTER SPONSORSHIPS*

If you're looking for a great combination of both branding and direct lead generation, sponsorship of a *Workforce Management* newsletter is an outstanding choice for your product.

Workforce Week®

The granddaddy of them all—the largest and longest-running newsletter in the industry! *Workforce Week* is the most widely read and distributed strictly opt-in HR newsletter—currently reaching over 229,987 opt-in subscribers who have registered to be *Workforce Management* online members.

Each week there are two opportunities to sponsor the *Workforce Week* e-mail newsletter. The first sponsor message (your choice of 300x250 banner ad or 40-word text box with link) is placed directly opposite the "In The News" opening feature. The second sponsor message (40-word text box with link) is placed one-third of the page down the newsletter. Both positions include direct links to your site or offer—an outstanding value when looking for large, direct reach!

Looking to increase your exposure even further? The first sponsor of each *Workforce Week* newsletter can add on a 728x90 banner ad above their message, for a low additional investment!

Dear Workforce®

In 2001, *Workforce Management* online launched *Dear Workforce* as a twice-monthly newsletter which offers advice and answers to questions posed directly by human resources professionals and senior executives. Available in both HTML and text formats, *Dear Workforce* is our fastest-growing e-mail newsletter ever and is delivered to over 194,803 subscribers—an unmatched Q&A resource that is highly read by the industry.

Workforce Recruiting

Looking to specifically target top executives with recruitment and staffing product demands? *Workforce Recruiting* newsletter offers you the unique chance to begin promoting to a strictly recruiting-focused audience of dedicated *Workforce Management* online leaders!

Predicated on our online members' continued high demand for recruiting- and staffing-specific topic information, we have developed a separate, twice-monthly e-newsletter of relevant recruitment and staffing content.

As the Featured Advertiser Sponsor, you will benefit from prominent identification and button advertising as the direct "brought to you by" sponsor of the newsletter, positioning your firm as a knowledgeable industry resource, serious about addressing over 158,472 members' recruitment-focused product needs.

Workforce Benefits

Providing essential news and trends in benefits management to human resources professionals, our monthly *Workforce Benefits* newsletter places your advertising message within a highly targeted editorial product, in a medium that is immediate and relevant. We reach over 53,750 professionals each month and subscription is rapidly growing. Your message will be delivered to an audience of highly qualified human resources professionals who have requested it. Each newsletter is written by industry experts and will offer the latest advice, tips, news, and information relevant to benefits.

Workforce Training

The rich demographics of our monthly *Workforce Training* newsletter allow you to reach a highly targeted market and make a real impact on your prospective clients or customers. With 53,242 members, this newsletter is designed specifically for training professionals and is packed with the latest news and industry information highlighting the latest training methods and trends, as well as quick and clever hints for more effective training and valuable training resources.

PRODUCT CASE STUDY

The most effective advertising is often a client testimonial, a real-world discussion of how a product is used, or in-depth product information. The Product Case Study is an excellent vehicle to accomplish this task through a 1,500-word article written by the vendor that demonstrates the effectiveness of its HR product or service. Enjoy a reach-marketing approach with a Product Case Study on our home page, or target your delivery in one of our category channels.

VENDOR DIRECTORY

The *Workforce Management* online Vendor Directory is the most-visited HR product and service resource on the Web, with over 5,600 members every month actively seeking solutions from participating vendors representing 2,152 listings. A variety of options are available to interact with workforce management professionals who are actively researching vendors and products throughout the purchase process. From targeted category ad exposure to listings in our comprehensive Vendor Directory (the largest on the Web), the *Workforce Management* Vendor Directory provides some of the best annual ROI available on the site.

WHITE PAPER POST

If you're looking to promote a current White Paper, look no further than our online White Paper Post Section. For a full month, you can post your white paper and drive online users to download the content directly, or to a registration page for capturing data first. Each post is promoted in our monthly *Workforce Management Product Alert*. You can change your white paper offering or text once during the 30-day flight period. There will be a maximum of three white paper posts at any given time. As with the Product Case Study, you can enjoy tremendous reach with a post on our Home Page, or target a specific category audience on one of our category channels.

PAY-PER-CLICK "SPONSORED TOOLS" PROGRAM

The Sponsored Tools Listings program is the only cost-per-click (CPC) and content-targeted program designed to exclusively reach human resources and workforce management leaders.

What's the program? Think "Overture" or "Google Ad Words" for human resources—only without the upfront spoilage found at major search engines. It's a true cost-per-click format, in which you pay only for what you use—and your leads are already filtered vertically to target ONLY workforce management professionals, even before your qualified click happens!

As a participant, you benefit from ...

Targeted Audience:

Better than a search engine, your prospects are filtered before they click as a natural benefit of your link being featured on the largest human resources-related site available in the market. This will also translate into greater post-click conversion of a more highly qualified lead.

Relevant Exposure:

By having your message seen only on content pages that match your market, you generate more qualified traffic to your business. Contextual listing placements are a highly effective way to draw attention at the right time.

Ease of Management:

It's easy to get started and even easier to manage. You don't need to select or manage individual keywords or phrases, just choose from the list of Content Target Categories where you'd like to place your listings, and your message will appear on all related content and search pages. To place your listings or for more information on this program, simply point your browser to:
www.industrybrains.com/workforce.

For more information, please contact our Direct Response Sales Manager or reference the *Workforce Management* List Rental guidebook.

BANNER ADVERTISING

Home page presence on *Workforce Management* online is a great building block to a successful campaign. Through banners, buttons, skyscrapers and pop-up advertising, we can find the right vehicle to get your product name noticed. Plus, as a free added benefit, all of our banner and link advertising is tracked uniquely through DoubleClick—an independent-party back-end tool that measures your campaign results. With cost-per-thousand (CPM) pricing, you benefit from a greater ability to target campaign size, duration and placement!

CHANNEL SPONSORSHIP PACKAGES

If you need a quick way to create significant awareness in a very vertical category, a Channel Sponsorship Package is for you. Tied to one of our six main content channels (Software, Legal, Training, Benefits, Recruitment, HR Management), these customized placements make an immediate impact!

EDITORIAL WEBCAST SPONSORSHIPS

Our successful webcast programs have been running since 2003, bringing our members the latest ideas and applications in workforce management, with a focus on results. Content developed by *Workforce Management* features a high-profile speaker and an executive editor as moderator. These programs are live, free, and accessible on demand.

Sponsor a webcast to reach our engaged and attentive premium audience, online. A recent webcast had nearly two thousand registrations and was attended by close to a thousand people. Sixty-five percent of our webcast audiences come from companies with 500+ employees, and 82% are managers and above. Ninety-five percent of attendees stay for the entire 60-minute presentation. We give you a detailed report of the live event and on-demand viewing, including demographics.

Sponsors receive exposure in all the pre-event promotion, a 30-second Flash presentation at the beginning and during the presentation with logo displays on every page. The event moderator provides recognition for the sponsor at the start and conclusion, and a “thank you” slide gives a link to your URL. You may also offer a downloadable White Paper. Your webcast is then recorded and archived on workforce.com for on-demand viewing by our members for three months.

VENDOR WEBINAR

Imagine if you could give an interactive presentation to a high-level, nationwide audience of executives directly involved in purchasing your product or service. With our webinar program, you can! You develop the content and provide the speaker and/or moderator. *Workforce Management* promotes the webinar for you, and provides the technology platform and service to implement it, including interactive conferencing. The live event is then archived on workforce.com for on-demand viewing. Contact your sales representative for details.

ONLINE POLICIES

A written notice of cancellation is due 30 days prior to the scheduled launch date or to discontinue an existing campaign for online products (60 days cancellation applies for vendor webinars). Cancellations not adhered to within this time period are subject to full cost payment of original insertion order. Cancellations of any portion of a contract nullify all rate protection for the remainder of the schedule. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date for receipt of materials. If publisher has not received creative within 5 days before flight date, or material is deemed unacceptable, it is the publisher's sole discretion to either repeat the advertiser's most recent advertisement that it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

PUBLISHER'S PROTECTIVE CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Workforce Management* and by their tendering such insertion order, the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from the Publisher's compliance with said insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise), and Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be party, all at the cost of the agency or advertiser who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with the agency. Publisher reserves the right, in its sole discretion, to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, or of the tendered advertising, and shall not be held liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or any circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to accept or reject or omit any advertising for any reason. No advertising will be accepted which simulates *Workforce Management* editorial material. The preceding terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Workforce Management* unless modified by written agreement signed by an officer of Crain Communications Inc (Publisher), and shall supersede any inconsistent statements in such order or contract.

Contact *Workforce Management* today for additional information: (949) 255-5340

Direct Marketing

Target a premium audience with our magazine subscriber list of top management at big companies. These are the leaders who are transforming HR into workforce management. Or, broaden your reach with the HR category's largest opt-in e-mail lists, as well as postal mailing lists made up of workforce.com members. Workforce.com has the industry's largest reach, with 422,466* members.

RATE CARD FOR
WORKFORCE MANAGEMENT,
POSTAL MAIL AND
E-MAIL LISTS



* Workforce Management online registered members as of July 31, 2008.

WORKFORCE MANAGEMENT ACTIVE MAGAZINE SUBSCRIBER LIST

Active subscribers to *Workforce Management* magazine.

Reach the leaders and key decision-makers at big companies

Workforce Management magazine's subscribers are the leaders who are transforming HR into workforce management. They are defining strategy, driving change and making purchase decisions about benefits, compensation, workforce management, recruitment, relocation, training and HRMS/HRIS systems. Target these current subscribers who have chosen *Workforce Management*, the recognized authority in employee management for more than 85 years, as their primary information source.

Customized lists that focus on your specific target

Make your campaign more effective with precise targeting. *Workforce Management* makes this simple by customizing your selection to the titles and functions you want most. Choose presidents, VPs, directors, managers in compensation, HR management, recruitment and much more!

Selections Available

Job Title	Job Function
President/Owner/Partner	HR/Personnel Management
Vice President	Labor/Industrial Relations
Director	Compensation & Benefits
Manager	Employment/Recruitment
Administrator/Supervisor	Training & Education
Analyst/Specialist	Health/Safety/Security
Educator/Trainer	HR Information Services
Treasurer/Controller/Finance	Admin/Finance/Operations
Consultant/Attorney	Consulting/Legal
and more	and more

\$150/M

Selections:

Title	\$10/M
Function	\$10/M
Gender	\$10/M
SCF, State or Zip	\$10/M
Hotline/Recency	\$10/M
Previous Order Omit	\$20
Key Coding	\$5/M

Addressing:

4-up P/S labels	\$15/M
E-mail/FTP download	\$50

Minimum Order: 5,000

Update:

Daily

Unit of Sale:

\$59/\$99 foreign

Commission:*

Broker 20%
Ad Agency 15%

Shipping:

FedEx (unless specified) \$25

Source:

Active *Workforce Management* magazine subscribers

*Commission is calculated on base price.

WORKFORCE MANAGEMENT ONLINE MEMBER POSTAL LIST

Active members of *Workforce Management* online.

An opt-in list? Yes, it's true!

The only one of its kind in the HR marketplace, this list contains only *Workforce Management* online members who have opted in to receive direct mail promotions of products and services from vendors and service providers. Each and every person on the list has chosen to receive promotional postal mail (thus the term opt-in). Reach professionals making buying decisions about benefits, recruitment, training, HR information systems, recognition and award programs, relocation, legal services, compensation products and more.

Influence top executives and managers with the synergy of two platforms

Take advantage of the opportunity to reach the same receptive audience on two platforms: postal and e-mail. As an added feature, approximately 87.9% of this list have also opted in to our *Workforce Management* Online Opt-in E-mail List. You can now reach the same members through both e-mail and postal mail. What's more, they have chosen to receive both means of direct response!

Target your campaigns

Marketing your specific products or services will be more effective when your message is targeted correctly. *Workforce Management* makes this simple by customizing your selection to the titles and functions you want most. Reach presidents, VPs, directors and/or managers in benefits, training, recruitment, compensation and much more!

\$150/M

Selections:

Title	\$10/M
Function	\$10/M
Gender	\$10/M
State or Zip	\$10/M
Company Size	\$10/M
Industry	\$10/M
Key Coding	\$5/M

Addressing:

4-up P/S labels	\$15/M
E-mail/FTP download	\$50

Minimum Order: 5,000

Update:

Quarterly

Commission:*

Broker 20%
Ad Agency 15%

Shipping:

FedEx (unless specified) \$25

Source:

Online registered members database

Concurrent e-mail names available through the *Workforce Management* Opt-In E-mail List at \$495/M. Dates sell out 4-6 weeks in advance, so book early!

*Commission is calculated on base price.

Contact *Workforce Management* today for additional information: (949) 255-5340

WORKFORCE MANAGEMENT ONLINE OPT-IN E-MAIL LIST

Opt-ins from our list of 392,442 online members: the industry's largest.

Who is on the Workforce Management Opt-in E-mail List?

Workforce.com has 392,442 registered members, of whom 30% have opted in to receive product and service announcements that support workforce management and HR.

The advantages of our Opt-in E-mail List:

We respect our members by not cluttering their in-boxes with constant promotions. Our e-mails go out only once a week. High in content and low in frequency, these e-mails are valued by our readers. The result is added value for advertisers: more readership, greater share-of-voice, and improved response.

Here are a few ways to use our opt-in e-mail:

- Increase exposure of, or launch, your new product or service.
- Build your prospect database.
- Offer an invitation to your seminar or conference.
- Drive traffic to your Web site through the use of a hyperlink.
- Supplement your direct mail campaign.
- Promote your time-sensitive premium offer.
- Get electronic responses from your survey—quickly.
- Recruit the best and brightest before your competitors do.
- Prompt a call to action for your ad.
- Customize your promotional offer to HR professionals via their preferred medium.

What do you have to do to make this work?

All you have to do is provide *Workforce Management* with your HTML-formatted page and/or text. We will program and broadcast your offer electronically on your behalf.

Additionally, you will also benefit from full URL tracking and reporting—allowing for a complete accounting of your campaign's success!

\$505/M

Selections:

Title	\$30/M
Function	\$30/M
State	\$30/M
Company Size	\$30/M
Industry	\$30/M

Options:

URL Tracking	FREE
Personalizations	FREE
HTML & Text Delivery	FREE

Minimum Order: 5,000

Update:

Continuous

Commission:*

Broker 20%
Ad Agency 15%

Source:

Online registered members database

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

*Commission is calculated on base price.

WORKFORCE MANAGEMENT SMALL BUSINESS E-MAIL LIST

Owners and top executives of businesses with up to 499 employees.

An opt-in list of successful entrepreneurs and top managers.

By small business, we mean businesses with up to 499 employees. The people on this list are registered members of workforce.com, the industry's most comprehensive and resourceful site. Individuals on this list have opted in to receive promotional e-mail on HR-related products and services. These active users represent a high concentration of presidents, owners, and top management titles.

When should you take advantage of the Workforce Management Small Business E-mail List?

Take your pick ... here are some suggestions:

- Increase exposure of, or launch, your new product or service.
- Build your prospect database.
- Offer an invitation to your seminar or conference.
- Drive traffic to your Web site through the use of a hyperlink.
- Supplement your direct mail campaign.
- Promote your time-sensitive premium offer.
- Get electronic responses from your survey—quickly.
- Recruit the best and brightest before your competitors do.
- Prompt a call to action for your ad.
- Customize your promotional offer to HR professionals via their preferred medium.

What do you have to do to make this work?

All you have to do is provide *Workforce Management* with your HTML-formatted page and/or text. We will program and broadcast your offer electronically on your behalf.

Additionally, you will also benefit from full URL tracking and reporting—allowing for a complete accounting of your campaign's success!

\$305/M

Details:

Company Size	1–499
Available Names	30,000+

Options:

URL Tracking	FREE
Personalizations	FREE
HTML & Text Delivery	FREE

Minimum Order: 5,000

Update:

Continuous

Commission:*

Broker 20%
Ad Agency 15%

Source:

Online registered user database

*Commission is calculated on base price.

WHY DIRECT RESPONSE MARKETING?

Direct response marketing:

- Is action oriented.
- Is targeted—demographically and geographically.
- Provides short-term results.
- Is tangible and measurable.
- Translates directly into revenue.
- Requires a relatively small investment in creative.
- Can be used to repeat your best results—over and over again.

HOW DO DIRECT RESPONSE MEDIA COMPARE?

The results are the same: SALES. How you use each medium differs. Take advantage of all three and come out ahead.

Promotion Characteristic	Direct Mail	E-mail	Online Advertising
Purpose	Direct Sale	Direct Sale	Direct Sale
Audience Response Time	Within days or weeks of delivery	Immediately, within hours of delivery	Anytime; when prospect seeks out the information
Shelf Life	Printed materials saved for future reference Used for planning	Decision made and then e-mail is saved or deleted	Continual promotion; there when the customer wants to buy
Ability to Give Detailed Information for a Purchase Decision	Yes, in the printed materials	Yes, through links to vendor Web site	Yes, through links to vendor Web site
Audience Use	Familiar, easy to use	E-mail delivered as requested by user; check e-mail daily	Audience seeks out information online
Ability to Track Results, Evaluate and Model the Future	Yes, through number delivered and number of orders	Yes, through number delivered and number of order click-throughs and online orders	Yes, through page views and click-throughs
Lead Time to Develop	Months	Weeks or less	Weeks or less
Promotion	Needs pre-planning	Can wait until almost the last minute	Can wait until almost the last minute
Special Advantages	Proven promotional channel Historical data seeking information available for predicting outcomes	Ideal for last-minute, down-to-the-wire push Great testing tool Good for pushing early bird deadlines Provides a natural link to interactive tools and forms	Actively reaches purchasers (not on a list) and customers Takes advantage of traffic-building activities Provides a natural link to interactive tools and forms

DIRECT MARKETING POLICIES

GENERAL RENTAL CONDITIONS:

- Minimum order is 5,000 names.
- Text should be provided at least 5 working days in advance for approval.
- Mail date reservations required to protect against competing offers.
- Pre-payment is required for all first-time *Workforce Management* list advertisers.
- Any cancellation that occurs within 7 days of the broadcast date will incur full charges.
- If broadcast is canceled at least 15 days before the scheduled date, no charges will apply.
- Cancellations that occur between 15 and 7 days prior to the broadcast date will be invoiced at 50% of the total cost.

POSTAL LIST RENTAL POLICIES

Deposit required for new brokers/mailers. Please allow 5 working days to process your order. If mailing is cancelled before mail date, running charges will be applicable. Mailings canceled after mail date will incur full list charges. Lists are rented for one-time use only and shall not be duplicated, reproduced or transferred without written permission from list owner. Sample mailing piece is required.

E-MAIL LIST RENTAL POLICIES

Deposit required for new brokers/mailers. Text and/or formatted HTML must be provided at least 5 working days in advance. For orders greater than 10,000 names, cancellation or change notice must be received in writing 45 days prior to delivery date. Cancellations or changes submitted between 44 and 30 days will be billed 50% of total; between 29 and 15 days will be billed 75% of total; less than 15 days will incur full charges. For orders fewer than 10,000 names, cancellation and changes between 15 and 7 days prior to delivery will be billed at 50% of total cost. Cancellation or changes within 7 days of delivery will incur full charges. Price includes list rental and all delivery and tracking charges.

PUBLISHER'S PROTECTIVE CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Workforce Management* and by their tendering such insertion order, the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting in any way from the Publisher's compliance with said insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise), and Publisher shall have full right to settle any such claim and to control any litigation or arbitration to which it may be party, all at the cost of the agency or advertiser who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with the agency. Publisher reserves the right, in its sole discretion, to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, or of the tendered advertising, and shall not be held liable for any failure to print, publish or circulate all or any portion of any issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or any circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to accept or reject or omit any advertising for any reason. No advertising will be accepted which simulates *Workforce Management* editorial material. The preceding terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to *Workforce Management* unless modified by written agreement signed by an officer of Crain Communications Inc (Publisher), and shall supersede any inconsistent statements in such order or contract.

Contact *Workforce Management* today for additional information: (949) 255-5340

To advertise
with *Workforce Management*,
please contact one of the
following sales representatives:

Advertising Sales Director

Jason Asch
212-210-0112
jasch@workforce.com

Northeast Sales Manager

Daniella Weinberg
212-210-0141
dweinberg@workforce.com

Southeast Sales Manager

Kari Carlson
212-210-0450
kcarlson@workforce.com

Central Sales Manager

Cheryl Barr
312-649-7819
cbarr@workforce.com

Western Sales Representative

Rob Meagher
Meagher Media & Marketing Services
703-992-6779
rob@meaghermedia.com

Direct Response Sales Manager

Sales Manager (IN, MI, OH)

Linda Hutton
313-446-6020
lhutton@workforce.com