

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 and Flash files. For a specification sheet please contact your sales consultant.

File Formats

Finished art should be saved in GIF format.

URL

Direct users 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 on the 15th of the month preceding the month the ad is to appear (e.g., materials are due April 15th for a May 1 live date). Additionally, materials must be received at least 5 business days prior to launch date.

Supply Artwork To:

Workforce
245 Fischer Avenue, Suite B2
Costa Mesa, CA 92626
Email: onlinead@workforce.com

ADVERTISING POLICIES

Workforce online is live the first calendar day of the month. The final closing date for *Workforce* online is the 25th of the month preceding the live date, based on availability. A written notice of cancellation is due 30-days prior to the scheduled launch date or to discontinue an existing campaign for online products. 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 by the 25th of the month preceding live date, the publisher has not received copy that, in its sole discretion, it deems acceptable for publication, it may 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* 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 as 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* editorial material.

WORKFORCE

HR Trends & Tools for Business Results

245 Fischer Avenue, Suite B2
Costa Mesa, CA 92626
(714) 751-1883
(714) 751-4106 fax
www.workforce.com

WORKFORCE

HR Trends & Tools for Business Results

2003 General Display Advertising

ONLINE RATE CARD

Rate Card No. 9
Effective January 1, 2003

2003 ONLINE ADVERTISING RATES

	1x	3x	6x	9x	12x
HOME PAGE (per 50,000 Impressions)					
Home Page Pop-up with button	6140	5895	5510	n/a	n/a
Banner	3990	3830	3675	3530	3390
Button	3460	3320	3185	3060	2940
CHANNEL SPONSORSHIP PACKAGES (per 50,000 impressions)					
HR Management	2850	2735	2625	2520	2420
Recruiting & Staffing	2850	2735	2625	2520	2420
Software & Technology	2850	2735	2625	2520	2420
Training & Development	2850	2735	2625	2520	2420
Comp, Benefits & Rewards	2850	2735	2625	2520	2420
Legal Insight	2850	2735	2625	2520	2420
The Buzz	2850	2735	2625	2520	2420
SPECIAL PROGRAMS					
Holiday Online Gift Guide	2890	n/a	n/a	n/a	n/a
Trade Show Traffic Builder	2760	2650	2545	n/a	n/a
Product Case Study	6100	n/a	n/a	n/a	n/a
Microsite	n/a	n/a	4930	n/a	4545
NEWSLETTER SPONSORSHIPS					
Workforce Week (delivered weekly, per 100,000 subscribers)					
First Position	5500	5280	5070	4865	4670
Second Position	2815	2700	2590	2485	2385
Dear Workforce (delivered bi-weekly, per 50,000 subscribers)					
Exclusive Sponsorship	3100	2975	2855	2740	2630
HR Product Alert (delivered monthly, per 50,000 subscribers)					
Product Announcement	1760	1690	1620	1555	1495
COMMERCE CENTER					
Commerce Center Main Page					
Main Page Banner	1995	n/a	n/a	n/a	n/a
Main Page Spotlight Buttons	1995	n/a	n/a	n/a	n/a
Product Category Pages					
Category Spotlight Buttons	995	n/a	n/a	n/a	n/a
HR Vendor Directory Listings					
Expanded Listing	795	n/a	n/a	n/a	n/a
General Listing	195	n/a	n/a	n/a	n/a

Sponsor Logo



File Size: 1-3k
Pixels: 70x35
Resolution: 72 dpi

Button



File Size: 10-12k
Pixels: 125x125
Resolution: 72 dpi

Pop-up



File Size: 12-17k
Pixels: 250x250
Resolution: 72 dpi

Banner Ad



File Size: 6-8k
Pixels: 234x60
Resolution: 72 dpi

Double Banner Ad



File Size: 12-15k
Pixels: 468x60
Resolution: 72 dpi