

WORKFORCE 2003 Value Added Program

<h2>BRONZE</h2> <p>Spending Level: \$10,000 - \$24,999</p> <p>Choose any 3:</p>	<h2>SILVER</h2> <p>Spending Level: \$25,000 - \$44,999</p> <p>Choose any 5:</p>	<h2>GOLD</h2> <p>Spending Level: \$50,000 - \$74,999</p> <p>Choose any 7:</p>	<h2>PLATINUM</h2> <p>Spending Level: \$75,000 and up</p> <p>Choose any 10:</p>
<ul style="list-style-type: none"> • 500 ad reprints • Readex advertising studies • 2,500 postal list rental names • One year online Enhanced Listing • Laminated counter card of your ad 	<ul style="list-style-type: none"> • 1,000 ad reprints • Readex advertising studies • 5,000 postal list rental names • One year online Enhanced Listings (2) • Laminated counter card of your ad • 25 free subscription certificates • Complimentary issues • Positioning per ad insertion • 1 Product Info insertion 	<ul style="list-style-type: none"> • 2,500 ad reprints • Readex advertising studies • 10,000 postal list rental names • One year online Enhanced Listings (3) • Laminated counter card of your ad • 50 free subscription certificates • Complimentary issues • Positioning per ad insertion • Professionally framed ad • 1,000 email list rental names • 2 Product Info insertions 	<ul style="list-style-type: none"> • 3,000 ad reprints • Readex advertising studies • 2 questions submitted to Readex study • 20,000 postal list rental names • One year online Enhanced Listings (4) • Laminated counter card of your ad • 200 free subscription certificates • Inkjet message on conference issues • Complimentary issues • Positioning per ad insertion • Professionally framed ad • 1 online Category Spotlight • 1 business reply card insertion • 5,000 email list rental names • 4 Product Info insertions

See reverse side for descriptions and restrictions.

Value Added Benefits

Value added benefits work in conjunction with other Workforce earned credit and merchandising programs. Spending levels are determined through a combination of client print and online purchases during a single contract year.

REPRINTS - Receive complimentary 8 ½" x 11" color glossy reprints of your advertisement to use for direct mail, conferences and other promotion.

PARTICIPATION IN READEX STUDIES - For issues in which your ad runs, your advertisement will be included in our Readex Reader Research studies. March and October studies focus on reader recall and retention of communicated ad messages. The July study examines reader perceptions of creative, flow of copy, message delivered and overall effectiveness.

QUESTIONS SUBMITTED TO READEX STUDIES - Your custom tailored market questions will be included in our Readex survey to gain insight on specific product, competitive or vertical market related data.

MAILING LIST NAMES - Postal mailing list names from the Workforce Active Subscriber list are available for direct response marketing. Additionally, email list rental names can be booked, based on availability, no earlier than three weeks prior to delivery date. Selects separately charged and subject to availability.

FREE SUBSCRIPTION CERTIFICATES - Receive Workforce subscription certificates to provide information, insight and rewards to the prospects of your choice.

ENHANCED LISTINGS - Inclusion in the Workforce online Commerce Center with an Enhanced Listing. This detailed product listing is categorized by specific vertical HR product type and comes complete with backend lead generation and tracking.

CATEGORY SPOTLIGHT - Your company/product logo appears in the online Commerce Center's category main page, plus all sub-category pages throughout the Vendor Directory. Based on availability.

INKJET MESSAGE ON CONFERENCE ISSUES - Inkjet your company's message onto the complimentary issues of Workforce that are distributed at one of several designated conferences. Based on availability.

PRODUCT INFO INSERTION - Receive a Product Info advertisement in one issue of Workforce magazine.

POSITIONING - Waived positioning charge for one insertion of a full-page advertisement. Excludes cover positions and some premium magazine positions. Based on availability.

COMPLIMENTARY ISSUES - Based on qualified spending level and subject to issue limits and availability. Consult your Sales Manager for details.

