

HR Performance, Inc.

HR Performance, Inc. publishes exclusive leadership, staffing, metrics and performance management articles and advertising through email and social media sites.

Page 2 • Email and Web Statistics & Examples

Page 3 • Social Media Statistics & Examples

Page 4 • Special Deals & Full-Page Advertising

Below are **3 OPTIONS** of how to reach our audience.

HR Performance, Inc. connects you with our articles

We attach your banner ad to our content articles. You get to leverage the content that people have requested from us. Viewership is high with our users so your ad gets great visibility. Choose this option to offer white papers and special deals that complement our content or to create a sense of urgency that encourages click throughs.

option

1

Our **double opt-in email lists** are segregated by areas of interest.

Management & Operations

C-Level Executives

CHROs

Staffing & Recruitment

Metrics & Technology

(Statistics to each list on page 2)

Your ad appears as a footer banner image with text & links to the single topic articles sent to our databases. The ad also posts with the article on our website.

Our **social media websites** will post articles that link back to your ad on our website.

(Statistics to each website on page 3)

HR Performance, Inc. offers “special deals” to our audience

option

2

Utilize our double opt-in email lists by booking an exclusive “hr deal of the week” offer. Your exceptional offer is sent to our lists and is only valid for a short time or up to a certain amount. These deals are in high demand by our clients and audience!

Post your “special deal” on our website! We’ll drive our audience to our subscribe page and send you leads!

(Example on page 4)

HR Performance, Inc. offers full-page advertising

option

3

We send a limited number of full page advertisements to our subscribers. These ads have tremendous stopping power and provide you with a command presence. Choose this option to announce your next product launch, to ensure that users see time-sensitive offers, or to tell your brand story.

Offered as CPC (Cost Per Click) or CPM (Cost Per Thousand).

(Example on page 4)

option

1

“Think like a publisher, not a marketer.” - David Meerman Scott

Email



Drug and Alcohol Testing – Protect Your Workplace And Your Bottom Line

by Robert Capwell

The effects of substance use in the workplace can be one of the most costly and yet “hidden” budget downfalls. Every year employers pay millions of dollars cleaning up after the mistakes made by employees using various substances in and out of office hours. Costs associated with workplace accidents, lost production, and higher worker’s compensation rates have a significant impact on your bottom line. Employing a substance user can change the culture of your workplace and affect the overall moral of your staff.

READ ARTICLE

To ensure our emails reach your inbox, please add yourarticle@hrpcenter.com to your address book. Radnor Financial Center | Suite F 200 | 150 North Radnor Chester Road | Radnor, PA 19087

YOUR AD HERE

Double Opt-In Email Lists

Areas of Interest:

Management & Operations – 65,000

C-Level Executives – 45,000

CHRO – 20,000

Staffing & Recruitment – 145,000

Metrics & Technology – 15,000

Current Unique Subscribers – 200,000

Asset Acquisition Database – 350,000

Articles

Website

www.hrpcenter.com

Pricing

CPM

(Cost Per Thousand)

\$10

option
1
continued



Business as we used to know it is over. The new economy requires smart, cost-effective decisions that yield immediate value.

LinkedIn

Search HR Performance, Inc.
HR Performance Group - 125
HR Partners - 250,000
Management Partners - 25,000

Twitter

www.twitter.com/HRPerformance
Followers - 1,150

Facebook

Search HR Performance Sites
Group & Friend total - 100

option
2



Pricing

Test to our most exclusive audience;
C-Level/CHRO with Leadership topic.
(Cost per Thousand) rate of \$50

Minimum 40,000 / \$2,000

option
3



Pricing Based on Number of Selections

CPM (Cost Per Thousand)

0 - \$20

1 - \$40

2 - \$60

CPC (Cost Per Click)

Contact us for pricing

Custom Selects - Please contact us

We are happy to answer your questions and provide you with more information.

Contact:
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