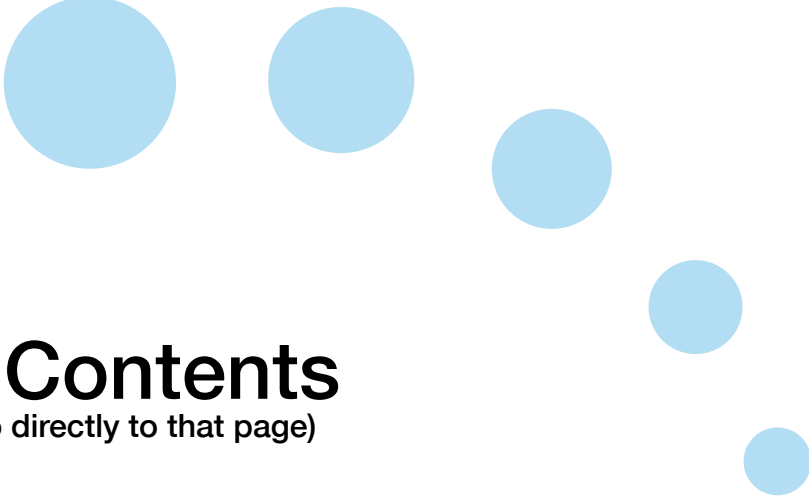


ERE Advertising



Leading the industry for over a decade, ERE is uniquely positioned to drive qualified recruiting & HR professionals to your brand.

The most trusted source of opinion, we deliver unbiased reporting and host quality conversation - establishing ERE as the largest, most informed and influential recruiting media available.



# Table of Contents

(click section to go directly to that page)

# why ERE?

**Breadth of over 70,000 members** who work in various industries and in companies of all sizes. And 98% of Fortune 100 companies are represented in ERE's active reader base.

## According to our 2009 readership survey:

- 69% of readers plan to either keep their previous year's budget or increase their spending on recruiting products and services in 2010. 28% will increase over last year.
- In 2010, 22% of ERE's audience will budget \$500,000 or more for recruiting
- 21% of ERE's audience is seriously considering upgrading or purchasing a new Applicant Tracking System in the next 18 months

## ***Benefit to you:***

- 63% ERE's audience are decision makers with "strong influence" or "final say."
- Nearly 80% of ERE readers with decision-making responsibility use ERE advertisers to help them learn about recruiting trends.

## user job title breakdown

### Job titles

% of registered ERE users



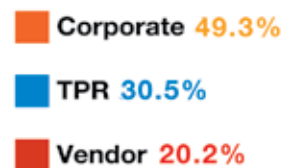
Recruiter	36%
VP/Director/Lead/Senior	19%
Manager	16%
CEO/President/Board Director/Owner	12%
Consultant/Analyst	8%
Other	8%

## employer size & job function

### Employer size % of registered ERE users



### Job function % of registered users



# direct email blasts

\$10,000

Follow the lead of our most successful advertisers and use direct marketing to connect with ERE readers. It's the perfect opportunity to generate leads for your sales team – and the vast majority of responses arrive within 48 hours of your email blast.

Supporting ERE's principle that "content is king," the vast majority of our advertisers offer quality, complimentary white papers, case studies or webinars featuring timely and relevant information. This not only attracts readers, it positions your company as a thought leader in the recruiting industry.

In addition to sending a message to our list of opt-in subscribers (36,000+ in all), you also receive a jump page on your web site, to capture valuable contact information. After the blast, we provide you with a report including click-through rates and other data.

There's a reason our loyal advertisers regularly use this method to communicate their messages. It's easy. It's straightforward. And it's powerful.

## why an email blast?

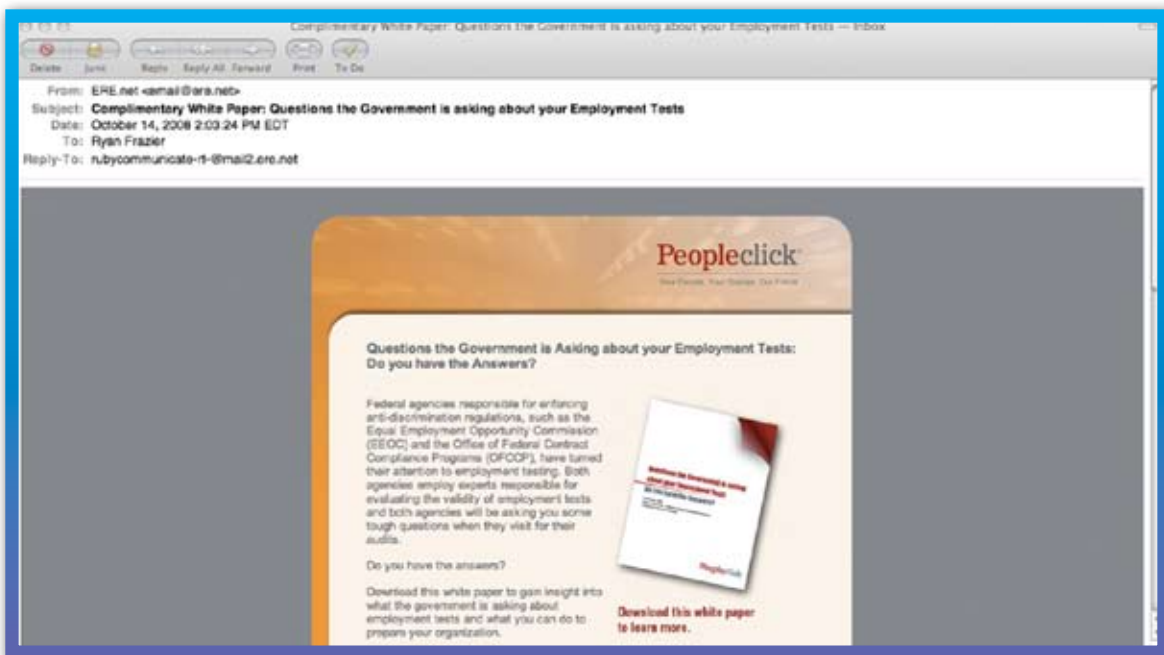
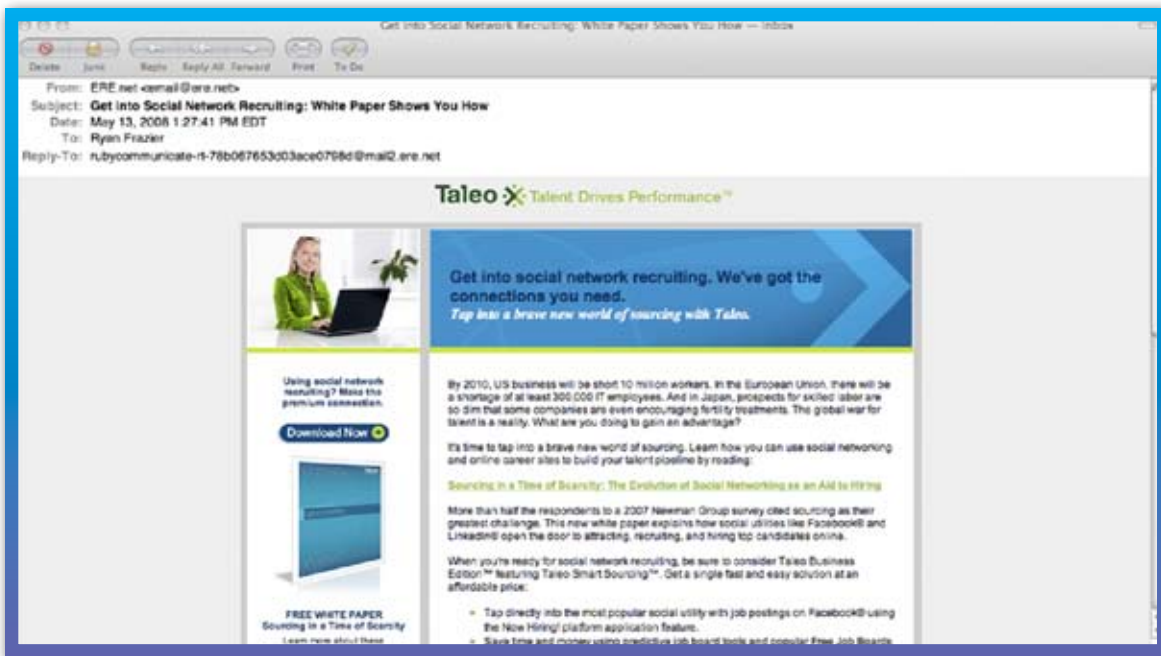
### **Why?**

- You are in control – the content is yours, the subject line is yours. ERE does the sending.
- It is easy to track and prove return on investment.
- ERE's email subscriber list (36,000+ people strong) has delivered some of the best advertising ROI in the recruiting space.

### ***Benefit to you:***

- Our audience trusts our content. This means there's a higher probability that your messages will be read and acted upon.
- This isn't just another list, but the subscription database of ERE Daily newsletter subscribers and its proven itself to be the industry's best for your direct marketing needs.

## sample client email blasts



# newsletter sponsorships

Strengthen your brand through daily reinforcement...

\$8,000

ERE Daily

## Why sponsor ERE Daily?

- This trusted email newsletter reaches more than 30,000+ recruiting professionals daily.
- Your exclusive newsletter sponsorship also earns you prime real estate in the Articles section of the ERE web site.

## Benefit to you:

- An exclusive sponsorship of ERE Daily helps you build brand awareness and drive leads directly to your site. Your message runs alongside timely, relevant content read by a highly engaged audience.

## The ERE Daily includes:

- featured articles from ERE.net
- latest information from site, including:
  - job postings
  - discussions
  - webinars
  - blogs

## what you *get*...

- prominent positioning in ERE Daily to reinforce your brand and generate leads with a highly engaged audience.
- Exclusive rights to display your banner advertisement, logo and message in ERE Daily for one straight week. **37,750 page views**
- 50% of the HomePage/Articles section of the ERE web site ([www.ere.net/articles](http://www.ere.net/articles)), with three banners prominently displayed on each page of this section for the entire week. **31,000 page views**
- And a reduced rate on an email blast sent directly to all ERE Daily subscribers (your message, your way!).



\$3,500

# COMMUNITY NEWSLETTER

The new ERE Community Newsletter was created to provide our subscribers one daily email with all of the social network activity. There are over **20,000 subscribers** who opt-in to receive the group activity each day. These subscribers don't necessarily subscribe to receive the ERE Daily, so the advertisements would be tapping into a group that hasn't been reached before in this way.

This **exclusive sponsorship** of the ERE Community Newsletter will associate your brand with our **social network** and the conversations this community is having right **on our site**.



## The sponsorship includes:

- Exclusive rights to display your banner advertisement in the right hand column of the newsletter (approximately 12,000 page views).
- It also includes banners in the ERE Forum (<http://community.ere.net/forum/>) section of our website for the week.
- Three banners will be displayed on each page of this section for the entire week and the sponsor will receive approximately 7,200 page views per week

sample  
ERE Daily

From: ERE.net <email@ere.net>  
Subject: **ERE Daily: Dissatisfied Employees**  
Date: January 20, 2010 10:11:55 AM EST  
To: Ryan Frazier  
Reply-To: rubycommunicate-rt-1cce1c6be85446d4c46c@mail2.ere.net

Having trouble reading this email? View it on our [website](#).



There's a **NEW WAVE** of social networks that every recruiter **MUST KNOW**

[Download Now](#)

ERE.net: Recruiting Intelligence. Recruiting Community.™ [subscribe via:](#) [Twitter](#) [RSS](#) [Email](#)

ERE Daily: Dissatisfied Employees


Advice and How-To's

### Dissatisfied Workers + Recovery = Workforce Planning

by [John Zappe](#) January 19th, 2010

14 tweets [retweet](#)

Earlier this month [The Conference Board](#) released the results of one of its periodic surveys saying less than half of American workers are happy at their job.



Out of 2,900 respondents to the survey, only 45 percent reported being satisfied with their job. In 1987, when the question was first asked, 61 percent reported being satisfied.

By now, the numbers may have changed. The survey was conducted last summer when huge monthly job losses were being reported and the unemployment rate was climbing. I should also point out that the survey is [not without its challenges](#) and that the results are at odds with other polls, notably the Gallup and University of Chicago, which found workers much more satisfied with their work.


Still, The Conference Board survey shouldn't be dismissed out of hand. Its other surveys, including the much-watched Consumer Confidence Index, supports the suspicion that many of you have of a general worker malaise. A [Salary.com survey](#) released a year ago reported similar, though somewhat less dramatic, results. [keep reading...](#)

Advice and How-To's

### Five Scenarios 2: Trends

by [John Sumser](#) January 19th, 2010

10 tweets [retweet](#)




Learn. Network. Recruit.

Precise forecasts are always wrong.

The old line, often attributed to Eisenhower, is "The plan is nothing, the plan is everything." That means that the plan will always fail in the field. But, the planning process is the only way to come close to guaranteeing preparedness. Planning is

today's ERE Daily is sponsored by



Talent Drives Performance

more from ERE.net...

**Jobs in Recruiting/HR**

**Sr. Talent Acquisition Specialist**  
posted Jan 19, 2010, 3:55 pm ET  
Denver, CO  
from [Apria Healthcare](#)

**Senior Consultant - Retained Executive Recruiter**  
posted Jan 18, 2010, 3:51 pm ET  
Open  
from [The Human Capital Group, Inc.](#)

**\*\*\*Researcher - Retained Executive Search in Life Sciences\*\*\***  
posted Jan 15, 2010, 3:16 pm ET  
Conshohocken, PA  
from [Sharpstream Life Sciences](#)

**\*\*\*Pharmaceutical/Life Sciences - Executive Search Recruiter\*\*\***  
posted Jan 15, 2010, 2:29 pm ET  
Conshohocken, PA  
from [Sharpstream Life Sciences](#)

**HR Proj Mgr. Process Mgmt - HR 00018**  
posted Jan 13, 2010, 6:54 pm ET  
Newark, NJ  
from [Prudential](#)

[View more jobs >](#)

**Upcoming Webinars**

**Leveraging Your Current Talent Acquisition System**  
Jan 20, 2010, 1:00 pm ET  
with [Alex Tellex](#), [Quatro Human Capital Solutions](#)  
sponsored by [iCIMS](#)

**Workforce Planning**  
Jan 27, 2010, 2:00 pm ET  
with [Ed Newman](#), [The Newman Group](#)  
sponsored by [TheLadders](#)

**The Art of Identifying and Recruiting Passive Candidates**  
Feb 3, 2010, 2:00 pm ET  
with [Steve Beal](#), [The Good Search](#)

# banner advertising

\$100 CPM

Take advantage of the **only** way to reach the entire ERE audience with banner advertising on our website.

## Why advertise through banner advertising?

- Each month we receive approximately 65,000 unique visitors on our home page, and 15,000 unique visitors in the community.

## Benefit to you:

- Achieve a higher concentration of advertising by getting in front of our entire audience of over 70,000 members – which return to the site many times and will see your banners repeatedly.

We offer a variety of real estate on our website in which to advertise through banners.

Sections to advertise in include: (average monthly page views)

**Home Page:** 38,700 page views

**Articles:** 124,000 page views

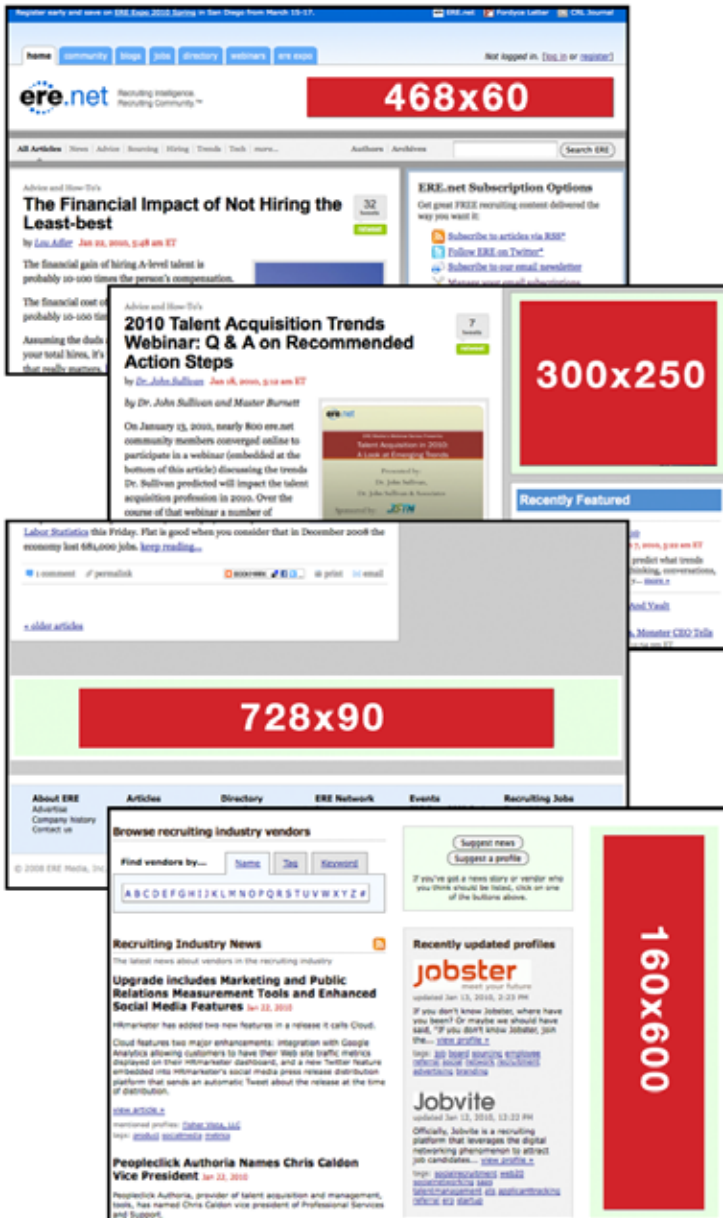
**Community:** 28,800 page views

**Community Newsletter:** 48,700 page views

**Forum:** 2,500 page views

**Job Board:** 24,100 page views

**Vendor Directory:** 7,850 page views



# webinar sponsorship

\$12,000

2010 is our fourth year producing the series and sponsorship of ERE webinars is a turn key marketing solution. Producing the ERE branded webinars, we align your company closely with our brand. ERE handles topic and speaker selection, plans of the logistics, captures the registration and hosts the webinar. We will work with you to select a topic that speaks to your company's recruiting solution.

Over the years, we've averaged 500 attendees per webinar as it is a free, weekly series and the community has come to depend on them. We market them in emails, on the website and in our newsletters – webinars will be listed in a "More from ERE.net" box on the ERE.net homepage, and all "Upcoming Webinars" are listed in a box on the right hand column of the ERE Daily Newsletter. For the latest webinar schedule visit: <http://www.ere.net/webinars>.

**Sponsorship is a great source of branding and lead generation.** During the webinar, sponsors have several minutes to address the audience and also receive the complete list of registered attendees, including address, phone and email

## features & benefits

**ERE does all the heavy lifting** – we provide the speaker, promote and host the webinar and pay the hosting fees – **you receive the leads.**

## sponsorship includes:

- Gain visibility and exposure to over 36,000 ERE subscribers through email blasts promoting the event and your companies sponsorship of the event
- Build brand awareness by including your logo in all email blasts and website promotion
- Feature your logo on both the introduction slide of the webcast and the closing slide
- Position your company as thought leaders to the most cutting edge and forward thinking recruiting leaders in Fortune 500 corporations today
- Marketing exposure to over 70,000 registered users through more than 57,000 monthly page views on ERE's active community site
- Continue to build branding through an archived recording and slides on the ERE site
- Accelerate your sales with 500 quality leads (many webinars covering popular subjects have had well over 500 attendees)
- **LEADS:** Sponsor receives the following contact information for all registered attendees: Name, company name, job title, postal mailing address, phone number and email address.
- 2-3 minute sponsor pitch and/or commentary during the presentation.

Below is a sample list of the webinars topics we tackle, and if you have topic suggestions, let us know.

# WEBINAR TOPICS

## Scheduled 2010 Topics:

- Global Recruiting in 2010: Trends and Best Practices
- Global Trends in Employer Branding and Talent Attraction
- Link Your Strategies For Retention and Growth!
- Doing Performance Management the Right Way
- Global Recruiting in 2010: Trends and Best Practices
- Recruiting For The Healthcare Industry
- Next Generation Talent Acquisition Systems
- Retail/Seasonal Leadership Development

## Proposed Upcoming Topics:

- Employment Branding
- College Recruiting
- Generational Recruiting
- Future of Recruiting and Sourcing Survey 2010
- Video Interviewing
- Recruitment Process Outsourcing
- Job Matching Technology
- Recruiting Metrics
- Employment Value Proposition
- Attracting Passive Candidates
- Developing a Plan For Recruiting Through Social Media
- Employee Retention During Economic Recovery Periods
- Cost Effective Recruitment Practices
- Diversity Recruiting
- Hiring for Part-Time

# branded site takeover

\$25,000

take your sponsorship to the next level...

**This is a very unique opportunity for you to showcase your brand to the ERE audience!**

ERE will work closely with your designers to recreate a new look and feel for our site for the week. The design will stand out from “everyday ERE” and will be impossible for visitors to ignore while being aesthetically pleasing at the same time.

**This sponsorship has it all** and your brand and message will be showcased in a customized way. With the unique combination of online promotions, email and newsletters not a single person reading our content will miss your company message. In 2010, the sponsorship will only be offered once a month (at most) and will continue to stand out and leave an impression on our audience.

On the home page and articles section of the site we will change the ERE logo, our navigation tabs and other elements to your corporate colors. We will add a large banner under the top navigation bar to compliment your campaign. The customized redesign of the ERE.net pages will also offer a new banner slot on the right hand column where the sponsor can post a video or other offerings.

The sponsorship not only includes an online presence but your company will also have a stand alone email blast to all 36,000 opt-in subscribers and take over the ERE Daily Newsletter and ERE Community Newsletter for the week as the sole sponsor.

Our premier newsletter, the ERE Daily, will be customized with your look and feel by using your corporate colors. It goes out to over 30,000 opt-in subscribers each business day and as the sponsor, your message runs alongside timely, relevant content read by a highly engaged audience. The ERE Community Newsletter will be branded with your banners and this newsletter goes out to over 20,000 opt-in active subscribers of our social network who choose to keep up each day with all of the current discussions in our community.



sample homepage with takeover

sample newsletter with takeover



# journal & other sponsorships

are you looking  
to reach  
decision makers?

\$2,500

A unique way to reach corporate leaders with decision-making responsibility is to utilize the **Journal of Corporate Recruiting Leadership** to publish your message in print.



The *CRL Journal* is the only print publication of its kind designed specifically for recruiting leaders from Fortune 500 companies. Your company can produce an advertorial combined with a full-page black and white ad in an upcoming issue of the *Journal* to reach these subscribers.

The publication is mailed to over 600 subscribers ten times a year and subscriptions are \$395 per year, so you can be sure your article and advertisement will be seen.

## customized advertising

We offer exciting, new ways to customize and personalize advertising options. Contact your sales representative for options, including:

- special banner options
- advertising tiles on homepage
- polls/quizzes
- more

# advertising rate card

<b>email blast</b>	<b>\$10,000</b>
<b>ere daily sponsorship</b>	<b>\$8,000</b>
<b>community newsletter sponsorship</b>	<b>\$3,500</b>
<b>banner advertising</b>	<b>\$100 CPM</b>
<b>webinar sponsorship</b>	<b>\$12,000</b>
<b>branded site takeover</b>	<b>\$25,000</b>
<b>journal advertorial/ads</b>	<b>\$2,500</b>

## Contact information

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

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