

2010

Advertising: Online Rates

(In U.S. Dollars)

Onsite Placements

AD SIZES (all rates are gross)

		Flat Rate Options
1. Top Premier	\$75CPM (gif, tif, Flash, 3 loop, 56k max) 250 x 250 pixels—Our most prominent and in-demand display ad.	6m \$4,300, 12m \$8,400
2. Top Banner	\$75CPM (gif, tif, Flash, 3 loop, 56k max) 730 x 90 pixels—Our largest area ad delivers great value.	6m \$4,500, 12m \$8,900
3. Skyscraper	\$40CPM (gif, tif, Flash, 3 loop, 56k max) 120 x 600 pixels—Prominent ad exclusive to the left side for leadership visibility.	6m \$3,800, 12m \$7,000
4. Top Featured Right	\$30CPM (gif, tif, Flash, 3 loop, 12k max) 170 x 90 pixels—Inexpensive and small but effective, perfect for promoting products/events.	6m \$2,600, 12m \$4,800
5. 2nd Premier Spot	\$40CPM (gif, tif, Flash, 3 loop, 56k max) 250 x 250 pixels—Prominent location, great price, effective display ad.	6m \$3,800, 12m \$7,000

Email List Rental

Email List Rental \$400/M
FM Connect ask about our Email Blast Service

White Paper Pricing

6 months = \$2995 12 months = \$4995

E-Newsletter Advertising/Sponsorship

Gold Sponsorship—Build your brand; tell your story/generate leads.

Email newsletter with sponsor signature sent out to more than 41,000 decision makers. Top-sponsored story on sponsor's solutions, white papers or research with direct link to sponsor's website. Receive a free featured ad spot 200 x 200—Value \$2,250. Sponsorship is \$4,250 per EmployersWeb Today™ email transmission.

EmployersWeb.com Text Link—Distribute your PDFs and generate leads. Drive attendance to your webinars or traffic to your site. Pricing is \$2,250 per EmployersWeb Today™ email transmission.

EmployersWeb.com Webinar Text Link—Drive attendance to your webinars. Pricing is \$2,250 per EmployersWeb Today™ email transmission.

Featured Ad Spot—Home page spot. Ad sizes are 200 x 200px or 150 x 300px. Pricing is \$2,250 per EmployersWeb Today™ email transmission.

Who's Who—Drive Traffic to your Who's Who Profile.

On newsletter to your Who's Who Profile on www.EmployersWeb.com. For only \$600, helps ensure your online profile is generating quality leads for your company. If you do not have a current Who's Who Profile, talk to your Sales Rep about the opportunity. Frequency discounts available. Due in full at signing. Pay online and get 2% discount. Ask your Sales Rep for more information.

Single-Topic Podcast Sponsorships. Single-Topic Podcast Sponsorships. Showcase your thought leadership in these 15-minute podcasts accessible within our communities as well as linked from the sponsor's website.

Sponsorship Rates: 1x - \$3,000 3x - \$2,500 per 6x - \$2,100



www.employersweb.com
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2010

Advertising: Print Rates

(In U.S. Dollars)

Talk to your
EmployersWeb
Account
Manager
about Bonus
Advertising

Four-Color Ad Rates (All rates are gross)

Space	1x	3x	6x	9x	12x
1 Page	7,510	7,280	6,990	6,675	6,440
2/3 Page	6,010	5,825	5,595	5,345	5,155
1/2 Page (Island)	5,225	5,100	4,895	4,670	4,510
1/2 Page (horiz.)	4,885	4,735	4,545	4,340	4,190
1/3 Page (vert.)	3,755	3,640	3,495	3,340	3,225
1/4 Page	3,000	2,915	2,800	2,675	2,580
1/6 Page	2,630	2,555	2,450	2,340	2,255
Spread	14,270	13,550	12,880	12,230	11,615

Black and White Ad Rates (All rates are gross)

Space	1x	3x	6x	9x	12x
1 Page	5,740	5,570	5,345	5,105	4,925
2/3 Page	4,590	4,455	4,280	4,080	3,940
1/2 Page (Island)	4,020	3,900	3,740	3,570	3,450
1/2 Page (horiz.)	3,735	3,620	3,475	3,320	3,205
1/3 Page (vert.)	2,870	2,785	2,680	2,555	2,465
1/4 Page	2,300	2,225	2,140	2,045	1,970
1/6 Page	2,005	1,950	1,870	1,790	1,725
Spread	10,905	10,360	9,840	9,255	8,880

Premium Position Charges:

Inside Front Cover (Cover 2): 25%
Inside Back Cover (Cover 3): 25%
Back Cover (Cover 4): 25%
All other premium positions:
Additional 15% of space cost

Two-Color Insertion:

Match: \$753
Standard: \$645
Business Reply Card: Black and White, 1/3 page rate
Single Page Inserts: Black and White, full page rate
(All rates are gross)

Who's Who Rates (net) – print and online combined

Space	1 mo	3 mos	6 mos	12 mos
1/4 page	\$1,995	\$2,860	\$4,745	\$7,900

For online opportunities see other side.



Compensation, Benefits, Work-Life,
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