

NHRA CONNECTIONS

REACH

9,000

HUMAN RESOURCE PROFESSIONALS

EVERY WEEK

MEDIA KIT



NATIONAL
HUMAN RESOURCES
ASSOCIATION

A

CERIDIAN
Global Human Resources, Payroll,
Benefits & Payment Solutions

C

NHRA CONNECTIONS
National Human Resources Association

Leading in sync with organizational heartbeat
The Recovering Leader
Organizations — like people — have a heartbeat that speeds up, slows down and rests at a certain rate. Put your finger on that pulse and lead according to what you discover. You gain greater precision about what's needed, how to be at your best as a leader and how to help your colleagues do the same. [MORE](#)

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HR SUCCESS MULTIPLIED
Kenexa® helps global organizations multiply business success by identifying the best individuals for every job and fostering optimal work environments for every organization.

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Liberty Mutual
Responsibility. What's your policy?®

14 tips on business etiquette: Setting a professional tone with co-workers, clients and customers
Business Management Daily
For organizations and employees alike, recognizing the critical link between business protocol and profit is key to your success. Learn how to confidently interact with colleagues in ways that make you and your whole organization shine with this special report. [MORE](#)

What will the future workplace look like?
CNNMoney via Fortune Management
Unless you have been on vacation for the past few years, you are probably aware that the workplace as we know it is rapidly changing. This isn't necessarily a bad thing. Businesses can capitalize on the evolving nature of the office by striking a balance that combines virtual and physical work and space. This could ultimately increase productivity and lower costs without sacrificing company culture or individual motivation. [MORE](#)

Survey reveals companies embrace leadership development in face of economic uncertainties
BusinessWire
A recent poll of corporate human resource practitioners and leaders by Southern Methodist University Cox Executive Education revealed that more than 98 percent of those surveyed project continuing current levels or modest increases in spending on management training in 2011, even in the face of continuing economic uncertainty. This is particularly noteworthy when CEOs and CFOs appear to be as uncertain as economists in responding to a volatile world. [MORE](#)

Univers
Maximize the value of your employee benefits program.

How meetings benefit from today's technology
Meetings and Conventions
The term "meetings technology" is broader than ever. To drill down to the essentials, we've selected and demystified today's hottest meetings technologies. These are the methods tech-savvy planners already are using to make their meetings more efficient and effective. Those who aren't should consider following their lead. [MORE](#)

E

Kenexa
Employment Branding
Our Employment Branding solution includes cultural research, career site development, recruitment marketing and cultural fit surveys for improved recruitment and retention strategies. [MORE](#)

How to stop being a victim of your own life
Harvard Business Review
One of the hardest things about being an executive is managing your time. How do you square working 60 hours a week with the desire to be a great spouse and parent? How can you pay attention to helping to build a better community when you are pulled in a thousand different directions already? How can you stop being a victim of your own life? [MORE](#)

D

PRODUCT SHOWCASES

LeverageSoftware

Leverage Software creates enterprise-grade social networks that make smart companies smarter. Whether you're a Fortune 500 leader or on your way to becoming one, we can help your people broadcast their expertise and ideas to one another in new ways—so that you can spread innovation throughout your organization. [More info](#)

Automatic Data Processing, Inc.

Automatic Data Processing, Inc. (d/b/a: ADP), with nearly \$9 billion in revenues and about 550,000 clients, is one of the world's largest providers of business outsourcing solutions. Leveraging over 60 years of experience, ADP offers a wide range of its payroll, tax and benefits administration solutions from a single source. ADP's easy-to-use solutions for employers provide superior value to companies of all types and sizes. [More info](#)

Sage Abra HRMS

Sage Abra HRMS and payroll solutions offer small to medium-sized organizations the tools needed to excel at employee management. Elevate the level of service your HR department provides to your organization with easy-to-use software that helps you deliver crucial process and decision support to management. [More info](#)

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B

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

F

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 9,000 human resource professionals (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
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incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. **More**

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Callout Text Ad
\$2000

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. **More**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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NHRA CONNECTIONS, PROVIDES WEEKLY NEWS AND INFORMATION TO HUMAN RESOURCE PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications and is delivered to the inboxes of human resource professionals - the top-tier people in the industry.

NHRA CONNECTIONS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN NHRA CONNECTIONS:



CREDIBLE SOURCE

For over 89 years, our members have turned to the association as the informational authority of the industry. Advertising in NHRA Connections solidifies your place among weekly information provided to NHRA members.



TARGETED DISTRIBUTION

Advertising in NHRA Connections allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to NHRA Connections have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, NHRA Connections ensures your ad will be seen every week by our 9,000 subscribers.



AFFORDABLE

Advertising in NHRA Connections is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NHRA Connections has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NHRA Connections.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.