

ISPI PERFORMANCE DIGEST

REACH

2000

PERFORMANCE TECHNOLOGISTS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## 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.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

Mobile version: 833 | Unsubscribe | Home | Membership | Chapters | Education | Resource Center | Certification | Aug 23, 2011

**BOISE STATE UNIVERSITY** Master of Science in Instructional & Performance Technology E-Learning Development Take classes on campus, online or both! Graduate Certificates in Human Performance Technology and Workplace E-Learning and Performance Support

**ISPI Performance Digest** A WEEKLY NEWS AND INFORMATION SOURCE FROM THE INTERNATIONAL SOCIETY FOR PERFORMANCE IMPROVEMENT

**Fast, Easy and On Time** Simplify and Improve Employee Appraisals [Learn More](#) **HALOGEN** Be Brilliant

**How IBM is changing its HR game** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**Harvard Business Review** Share [f](#) [t](#) [g+](#) [e](#) [v](#)  
 As IBM celebrates its 100th birthday, many observers are calling attention to the many strategic changes the company put itself through to remain relevant amid dramatic technological and economic change. But one of the biggest transformations IBM went through is less about computers and more about culture. **MORE**

**Pioneering lifetime income guarantees in 401(k) plans** [Learn More](#) **Prudential**

**When will learning and development be led by employers' needs, not government policy?** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**HR** Share [f](#) [t](#) [g+](#) [e](#) [v](#)  
 In today's rapidly evolving learning and development environment, employers need – and increasingly want – to take the lead and develop their own training and development. **MORE**

**Bringing Performance Improvement Techniques to Your Managers and Supervisors** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**International Society for Performance Improvement** Share [f](#) [t](#) [g+](#) [e](#) [v](#)  
 Every day, managers and supervisors observe the performance level of their work groups and compare it to a desired level of performance, such as a work standard or goal. They lack a systematic and systemic approach to analyzing performance gaps and their underlying causes before selecting their solutions. Join ISPI to put yourself in a better position to bring models, tools and performance improvement techniques to your managers and supervisors. **MORE**

**Employment Branding** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**KeneXa** Workforce Solutions  
 Our Employment Branding solution includes cultural research, career site development, recruitment marketing and cultural fit surveys for improved recruitment and retention strategies. **MORE**

**Everyone innovates every day: Collaborative idea management** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**Management Innovation eXchange** Share [f](#) [t](#) [g+](#) [e](#) [v](#)  
 At Ericsson, a collaborative idea management tool is enabling all employees to innovate every day. After three years of use, the pull-based, self-organizing system has accumulated more than 15,000 ideas. More than 300 innovation managers globally have opened idea boxes to attract ideas for their specific innovation efforts. **MORE**

**UMR** The country's biggest TPA is also the best. [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
More than 91% of our clients would recommend UMR to other self-funded employers.

**How Nancy Schlichting unites 23,000 employees** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**Smart Business** Share [f](#) [t](#) [g+](#) [e](#) [v](#)  
 Fundamentals. Vision. Strategy. Nancy Schlichting knows they're all business buzzwords. But before you dismiss them as a few others in a long list of business clichés, Schlichting thinks you should reconsider. **MORE**

**FMM Specialty Institute: Training and education in niche areas** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**Bernama** Share [f](#) [t](#) [g+](#) [e](#) [v](#)  
 Training and providing education in niche areas to enhance working knowledge of employees in the manufacturing and services sector are the specialty of institutions like the FMM Institute in Kuala Lumpur, Malaysia. **MORE**

**PRODUCT SHOWCASES**

**LeverageSoftware** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
 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.** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
**ADP** THE BUSINESS BEHIND BUSINESS®  
 Automatic Data Processing, Inc. (Nasdaq: 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 HR, 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** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
 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](#)

**ISPI Performance Digest** [Share](#) [f](#) [t](#) [g+](#) [e](#) [v](#)  
 Editor: Warren, Vice President of Publishing: 408.420.2002 | Download media kit: Valerie Hunt, Content Editor: 408.420.2690 | [Contribute news](#)

**Disclaimer:** The articles that appear in Performance Digest are chosen from a variety of sources to reflect media coverage regarding human and organizational performance improvement. An article's inclusion in Performance Digest does not imply that the International Society for Performance Improvement (ISPI) endorses, supports, or verifies its content or expressed opinions. Factual errors are the responsibility of the listed publication.

This edition of the ISPI Performance Digest was sent to #Email@ISPI. To unsubscribe, [click here](#).

Powered by **MULTILOGICS**  
 7701 Las Colinas Ridge, Ste. 800, Irving, TX 75063

**Recent Issues**  
 Aug. 16, 2011  
 Aug. 9, 2011  
 Aug. 2, 2011  
 July 26, 2011

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 2,000 performance technologists (one 90 day cycle)



Leaderboard  
**\$5000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$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  
adipiscing elit, sed  
do eiusmod tempor  
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**



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](#)

Callout Text Ad  
**\$2000**

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



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$1500**

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

## CONTACT US

**COLBY HORTON**  
DIRECTOR OF MEDIA AND CONTENT  
469.420.2601  
chorton@multibriefs.com

**JAMES DeBOIS**  
DIRECTOR OF ADVERTISING SALES  
469.420.2618  
jdebois@multibriefs.com

THE ISPI PERFORMANCE DIGEST, POWERED BY MULTIBRIEFS, PROVIDES INDUSTRY-SPECIFIC NEWS AND INFORMATION TO LEADERS IN THE PERFORMANCE IMPROVEMENT INDUSTRY.

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. Delivered to the inboxes of performance technologists, training directors, human resources managers, instructional technologists, human factors practitioners, project managers, and organizational consultants, ISPI Performance Digest keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ISPI PERFORMANCE DIGEST  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN ISPI PERFORMANCE DIGEST:



## CREDIBLE SOURCE

For over 45 years, our members have turned to the association as the informational authority of the industry. Advertising in ISPI Performance Digest solidifies your place among weekly information provided to ISPI members.



## TARGETED DISTRIBUTION

Advertising in ISPI Performance Digest 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 ISPI Performance Digest 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, Between the Lines ensures your ad will be every week by our 2,000 subscribers.



## AFFORDABLE

Advertising in ISPI Performance Digest 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 ISPI Performance Digest 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 ISPI Performance Digest.



## TRACK CAMPAIGN EFFECTIVENESS

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