

# TLNT

## THE BUSINESS OF HR

### The new **must-read** for HR professionals

TLNT is the “go-to” place for smart, timely, and thoughtful HR and talent management information. In other words, TLNT is about “The Business of HR,” with news, insight, and topical information from experts and thought leaders in HR, talent management, and all areas related to HR and managing a workforce. This includes legal topics and issues, compensation and benefits (health, financial/retirement, and voluntary), HR technology and software, training and development, HR management, and other related areas.

#### **At TLNT, you will find:**

- Highly newsworthy, timely, and original reporting for HR and talent management professionals.
- Smart, timely, original analysis, insight, and HR commentary.
- Highlights from “best-of-the-rest” HR blogs and other great talent management content and HR blogs available on the Internet.
- Regular contributed content from experts in a number of areas — talent management and HR management, training & development, benefits, compensation, legal/ethics, HR software and technology, and more.



## A Letter from the Editor of TLNT

It all began with a simple idea: why not create a place where people could get timely news, trends, and insights about the world of talent management, human resources, and workplace issues?

From that simple idea came the inspiration for TLNT.com.

TLNT is not just another HR or human capital website. It's about about "The Business of HR," with news, insight, and topical information from experts and thought leaders in HR, talent management, and all areas related to HR and managing a workforce.

You may be surprised to hear this, but this timely mix of topical news and insight is something no one else is really doing right now, and people have noticed.

What readers love about TLNT is the wide variety of topics, including coverage of legal issues, compensation and benefits, HR technology and software, training and development, and HR management.

They also love the wide variety of voices contributing to TLNT, and these voices include a great mix of business journalists, HR and management practioners, and the best thinkers and thought leaders in the field of talent management today.

And although TLNT was only launched in June 2010, it has a devoted and rapidly growing following that now totals more than 41,000 unique visitors and 76,000 page views per month. Thousands more follow TLNT on Twitter, through the TLNT LinkedIn group, on Facebook, or by subscribing to TLNT's daily e-mail newsletter.

I'm happy to be editing TLNT, and I am sure that many of you know me from my previous job as the longtime former Editor of Workforce Management and workforce.com. Plus, I was was named as one of the "Top 100 Influencers in HR," by John Sumser of HR Examiner, and am considered to be a key thought leader in the HR and talent management arena.

And, there's much more to come here at TLNT -- more timely coverage and content, more videos and podcasts, more webcasts and webinars, and a greater variety of insight and information than you'll find anywhere else.

TLNT reaches a broad cross-section of the HR and talent management industry -- everyone from HR professionals, managers, industry vendors and practioners, and high level executives in all of the various industry segments.

In short, TLNT brings a sense of timeliness and urgency in its coverage of talent management and HR that other publications and websites don't. It's the "go-to" place for smart, timely, and thoughtful HR and talent management information for people who really care about what is going on and want to stay abreast of the latest news, trends, and topics.

I'm glad you are interested in TLNT.com. Yes, it's a work in progress, but I am extremely happy with how things are going and the great support we're getting from good people like you. There is much more to come, so I hope you will find a way to engage with us here at TLNT because many more great things are just around the corner.

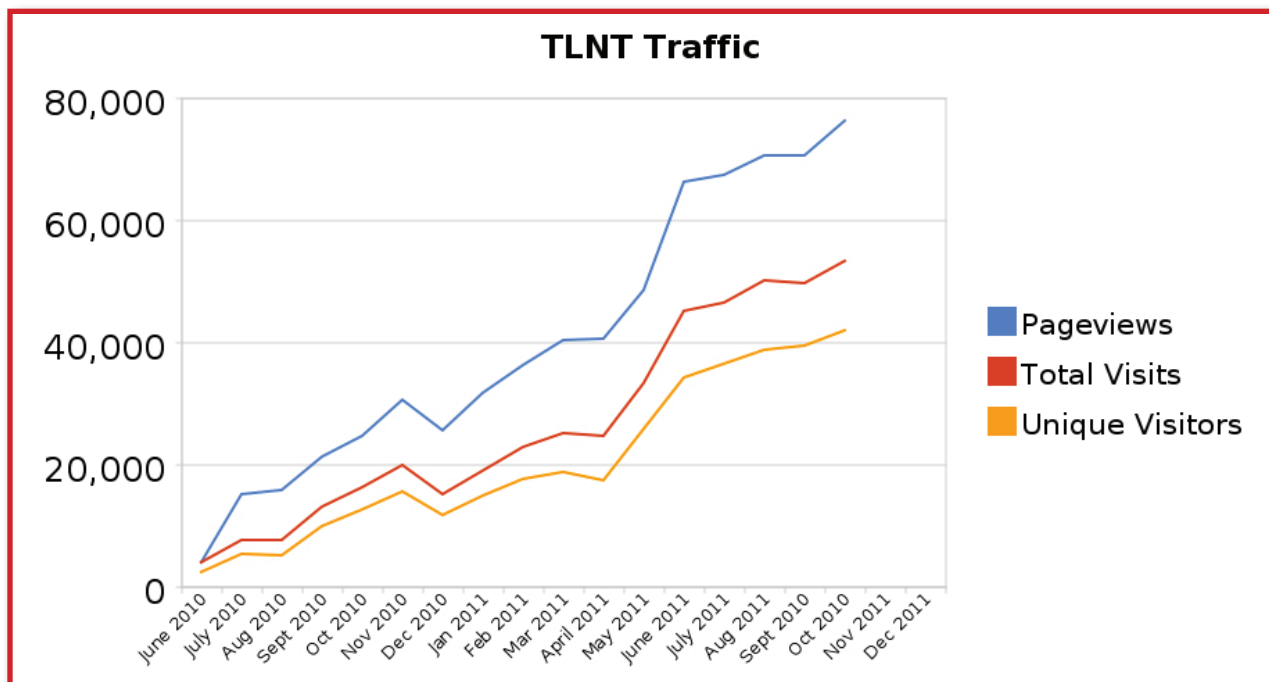
Sincerely,

John Hollon  
Vice President for Editorial  
TLNT.com

## ABOUT TLNT

As of October 2011, TLNT.com is receiving **76,253 page views** and over **41,984 unique visitors** per month on the site.

TLNT.com provides timely news and information that top level HR professionals and talent managers need to succeed. Our editorial team, led by former Workforce Management Editor John Hollon, typically publishes 25 - 35 articles per week. These articles, written by practioners and industry experts, cover a number of areas — talent management and HR management, training & development, benefits, compensation, legal/ethics, HR software and technology, leadership, and more. TLNT also highlights “best-of-the-rest” blogs and other talent management content from around the web.



## AUDIENCE DEMOGRAPHICS

TLNT's audience reflects a high level of involvement in HR, and, in key company decision makers. Around 40 percent have an executive title (VP or C-Level, President, or Owner), and another 35 percent say they are either a manager or director. And, about 40 percent have a specific HR title. Clearly, this is a high level audience of key decision makers who look to TLNT for timely news, trends, and thoughtful insights that they need to help them do their job.

Area of Interest	
Benefits	41%
Compensation/Payroll	40%
Consulting	36%
Corporate Communications/Media Relations	35%
Diversity	35%
Health/Safety	23%
HR Management	76%
HR Technology	53%
Labor/Employee Relations	48%
Legal/Compliance	44%
Onboarding/Retention	59%
Operations	32%
Outsourcing	21%
Recruiting/Staffing	66%
Training/Development	61%

Company Size	
Fewer than 25 employees	18%
25-49 employees	7%
50-99 employees	7%
100-199 employees	10%
200-499 employees	11%
500-999 employees	8%
1,000-2,499 employees	10%
2,500-4,999 employees	7%
5,000-9,999 employees	5%
10,000 or more employees	16%

## TLNT Daily Newsletter Sponsorship **\$1,500 per week**

The new TLNT Daily newsletter (launched on April 1, 2011), delivers summaries and links to the latest TLNT articles, past newsletters, and other information to those who have opted in to receive this email newsletter each business day. The newsletter currently goes out to over 1,600 subscribers and continues to add on new subscribers each day. The exclusive sponsorship of the TLNT Daily newsletter will help build brand awareness and direct forward thinking HR professionals to your site.

TLNT Daily sponsors receive prime exclusive real estate in the newsletter for one straight week (Monday - Friday). The sponsorship includes a top and bottom banner (468 x60) along with a 50 word sponsor message with company logo strategically placed before the articles. **Your message will not be missed!**

## Banner Advertising **\$33 CPM/impressions** (90,000 impressions = \$3,000)

Reach the highly engaged TLNT audience with banner advertising on our website. Three of your banners will appear exclusively on each page and you will be sure that the most forward thinking HR professionals see your brand on TLNT.

### **Banner sizes:**

top banner: 468 x 60  
side banner: 300 x 250  
bottom banner: 728x90

## TLNT Site Sponsorship **\$3,500 per week**

The TLNT Site Sponsorship is a high-impact way to showcase your brand to our audience. TLNT will "wrap" our website with your wall paper banner background. In addition to the background, all banner slots on the TLNT.com website will have your banner ads. The design will stand out from everyday TLNT and it will bring a new look and feel to the site for the entire week.

The sponsor should expect approximately 19,000 page views on the website for the week, and not only includes an online presence but your company will be the sponsor of the TLNT Daily Newsletter for the week. TLNT will also post a thank you note on TLNT with your company logo and tweet about your sponsorship to our twitter followers.

This sponsorship will showcase your brand in a customized way. With the combination of online promotions and newsletters not a single person reading our content will miss your company message. This sponsorship will stand out and leave a strong impression on our audience.

## TLNT Webinars **\$5,500**

TLNT works closely with our clients to develop webinar topics that align both with the interests of TLNT readers and the sponsor's brand. TLNT handles topic and speaker selection, logistics and technology, marketing and registration.

### Sponsorship includes:

- Prominent visibility on the TLNT website and the TLNT Daily newsletter
- Your company logo and "about" information included via email blast to all TLNT opt-in subscribers and approximately 3,600 opt-in ERE subscribers with Human Resources and HR in their job title
- Inclusion in promotions through various social media platforms such as Facebook, Twitter and LinkedIn
- Your logo featured on both the introduction slide and the closing slide of the webinar
- Positioning of your company as thought leaders to cutting edge and forward thinking HR professionals
- Continued brand building through an archived recording and slide deck
- A full list of registered attendees including contact information: Name, company name, job title, postal mailing address, phone number and email address
- A 2-3 minute sponsor pitch and/or commentary during the presentation

### Sample Webinar Topics:

- Engagement
- Compensation Trends
- Talent Management & Talent Acquisition Systems
- Healthcare Reform
- Top Workplace Legal Issues You Need to Worry About
- Rewards and Incentives Plans for 2011

TLNT Direct  
Email Blasts  
**\$1,500**

Send your message directly to the TLNT audience through direct email advertising. You are in control - the content is yours, the subject line is yours and TLNT does the sending.

The TLNT list represents a brand new group of highly engaged HR professionals and is growing rapidly, with over 1,600 subscribers. It's a fresh list with a high quality demographic. Vendors looking to reach HR will benefit by connecting with these forward thinking HR professionals.

### **Benefits Include:**

- Use direct email marketing to connect with our audience, position your company as a thought leader in the HR space and generate leads for your sales team.
- We encourage our advertisers to offer quality content offerings such as complimentary white papers, case studies or webinars featuring timely and relevant information.
- Our audience trusts our content, so your message will sure to be seen by our subscribers.
- It's also easy to track and prove a return on your investment.
- TLNT will limit direct email blasts to four sponsor blasts per week

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## **Contact Us**

Give us a call or send us an email if your company is interested in sponsorship opportunities for TLNT. Get the exposure your company needs for success!

If you are looking to modify the sponsorships by combining or adding additional sponsorships, please let us know and we'll work with you based on your needs.

Kevin Plantan  
VP of Sales  
ERE Media, Inc.  
Richmond, VA

Direct: (804) 262-0189  
(212) 671-1181, ext. 804  
fax: (703) 852-4445  
kevin@ere.net

Danielle Moseley  
Account Executive  
ERE Media, Inc.  
San Francisco, CA

(212) 671-1181, ext. 807  
fax: (801) 309-2073  
danielle@ere.net

Please contact editor, John Hollon, if you are interested in writing articles or other contributions to TLNT at [john@tlnt](mailto:john@tlnt) or (212) 671-1181, ext. 812.