

Recruiting Trends®

Leading Edge Insight and Strategies for the Recruiting Professional

Talent Management Solutions 2012

Sponsorship and Advertising Opportunities

Through our integrated product line – from online advertising and custom media, through live and web-based events – we are the go-to source to reach this highly targeted audience of recruiting and HR professionals at small, mid-size and Fortune 100 companies.

- THE RECRUITING CONFERENCE
- RecruitingTrends.com
- Recruiting Trends Bulletin
- Recruiting Trends Best Practice Webinars
- E-mail Blasts



Recruiting Trends
www.RecruitingTrends.com
Since 1970

Recruiting Trends Bulletin
Bi-Weekly Newsletter
Since 2006

Recruiting Trends® BEST PRACTICE WEBINAR SERIES 2012



"The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program."

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Talent Management Solutions 2012



Fall 2012

Where the Power of Shared Knowledge Creates Change

This unique recruiting event draws a crowd of recruiting, talent management and HR professionals, as well as technology buyers from Fortune 100 to small and mid-size companies.

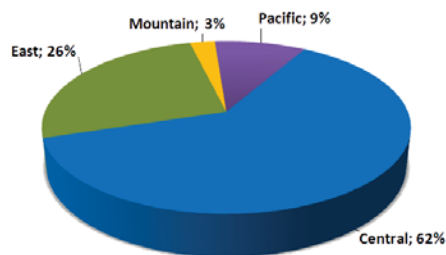
- Leveraging today's conference technology, we offer the attendees and sponsors a high-quality educational environment.
- Live streaming and video recording to the benefit of attendees and sponsors
- Great sponsorship opportunities are available to help you engage this unique gathering:
 - Standard exhibit booth starts at \$4,995
 - Sponsorships ranging from \$2,500 to Platinum sponsor

"Very valuable conference – I learn so much from the sessions, but also from the networking opportunities and the chance to chat with vendors. I particularly appreciate the high involvement of the vendors in the overall conference and not just as an effort to 'sell'!"

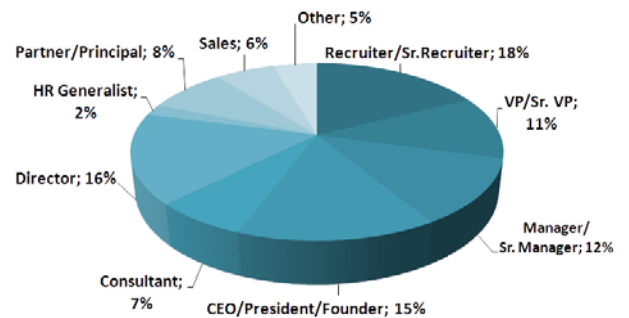
- Steven Antonoff,
Director of HR,
ICANN

Our attendee demographics:

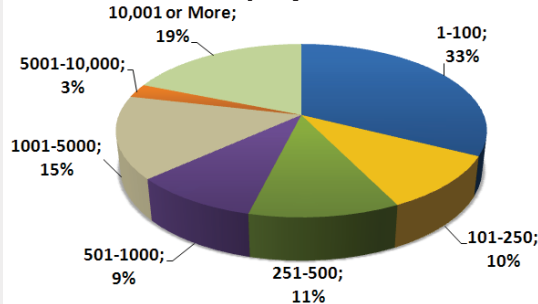
Geography



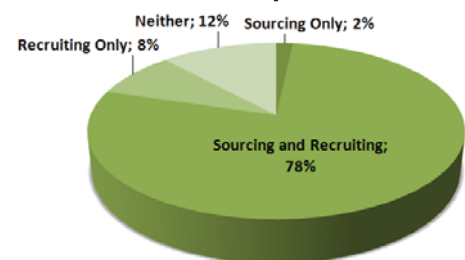
Job Titles



Company Size



Attendee Responsibilities



Source: onrec Expo 2010 attendees

For more information call
Beverly Poirier today:
office (603)925-1160,
mobile: (603)479-1843
or email beverly@onrec.com

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Talent Management Solutions 2012

All ads are run-of-site when applicable

(A) Top Banner

Size: 728x90
Prices: *
1x - \$1,200
3x - \$1,020
6x - \$765

(B) Masthead Banner

Size: 468x60
Prices: *
1x - \$800
3x - \$700
6x - \$600

(C) Skyscraper

Size: 120x600
Prices: *
1x - \$750
3x - \$650
6x - \$550

(D) & (E)

RESERVED FOR WEBINAR SPONSORSHIP ADS

(F) Tile Ad

INCLUDES RTB POSITION 3 TILE AD

Size: 250x250
Price: * - 1x - \$500

2011 Q3 Site Averages/Month:

9,699 Visits
19,380 Pageviews
2 Pages Per Visit

* Price is per month.
Prices subject to change

Online Advertising Opportunities RecruitingTrends.com

RecruitingTrends.com is a popular Recruiting and Talent Acquisition site dedicated to advancing professional recruiters' careers with essential knowledge-based, data-driven thought leadership.



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Recruiting Trends Bulletin

Pricing

Position 1

1 week \$1,200
2 weeks \$1,100
4 weeks \$900
8 weeks \$700

Position 2

1 week \$900
2 weeks \$800
4 weeks \$600
8 weeks \$400

Prices are based per week

Position 3

1 month \$500

Readers:

Job Titles

VP/Director	53%
Sr Mgr/Mgr	24%
HR Generalist	10%
Other	23%

Organizations

Nike, MTC, Target, GE, Aflac, Sprint, Southwest, AT&T, QVC, Tufts University, IBM, Time Warner, Pfizer, Kohl's, PepsiCo, Oracle, Hewitt, Mayo Clinic, Microsoft, EA, Gartner, Deloitte, Sysco, General Mills, Mobile Gas, Cirque du Soleil, Cargill, and many more...

Prices subject to change

Online Advertising Opportunities

Recruiting Trends Bulletin

This twice-weekly e-newsletter delivers valuable news and information every Tuesday and Thursday to 20,000+ opt-in subscribers.

Frequency:

2x/week (Tuesday and Thursday)

Audience:

20,000+ opt-in subscribers

Advertising Opportunities:

1. 65-75 words text ad, plus logo and link to product/service page
2. Banner ad
600 pixels width
200 pixels height
GIF or JPG file - Static Ad
3. Tile ad
250 pixels width
250 pixels height
GIF or JPG file

INCLUDES POSITION F TILE AD ON
RECRUITINGTRENDS.COM

For More Information Contact:

Beverly Poirier
(603)925-1160 office
(603)479-1843 cell

Recruiting Trends Bulletin

A Tarsus Group Publication

Recruiting Trends Bulletin, a twice-weekly e-zine for recruiting professionals, from the editors of RecruitingTrends

November 16, 2010

Thought Leadership:

Hiring the Best, Not the Rest: What Every Executive Should Know

By Fred Clayton, CEO, Benchmark Clayton, Inc.

Imagine for a moment you and your hiring managers are on the same page – there is a clear understanding not only of who is needed in the department(s), but your hiring manager also knows how to ask for the right qualifications and desired work skill and is able to explain the needed "X factor".

The following list was created by Fred Clayton as a tool for the C-Suite and the hiring managers to partner with the recruiters to obtain the right candidates for the right job.

What Every Executive Should Know

A guide to working with your internal recruiter to bring forward candidates which are a cut above without requiring a lot of your own time in the recruitment process.

[Continue reading...](#)

POSITION 1

News Link:

U.S. Jobs: Union Pacific Ranks as One of Top Military-Friendly Employers

U.S. Jobs has named Union Pacific Railroad as one of America's top military-friendly employers for 2010. Ranked No. 12, it is the seventh time in eight years the nation's premier career guide for military job seekers has named Union Pacific to its list.

[Continue reading...](#)

myStaffingPro Highlighted in OnRec Presentation "A GE Money Case Study"

myStaffingPro applicant tracking system received recognition at the OnRec conference for providing KellyOCG with technology to meet the hiring needs of their client, GE Money Americas. The presentation "A GE Money Case Study - Managing 1+ Million Applicants" focused on the ten year relationship between the partners and their success through "LEAN manufacturing" methodologies.

[Continue reading...](#)

October Sees Fewest CEO Exits Since April 2009

Turnover among the nation's chief executive officers fell to its lowest level in 18 months, as 81 CEO changes were announced in October. That was down 27 percent from 111 CEO departures in September, according to the latest report on CEO turnover released Wednesday by job ad outplacement firm Chawfinger, Gray & Christmas, Inc.

[Continue reading...](#)

[View full list of News Link](#)

Recruiting Trends Job Board:

- Recruiting Coordinator - Paired Solutions, Inc - Dallas, TX
- Recruiting Professional - Wyndham Worldwide - San Francisco, CA
- Recruiting Coordinator - Sterling - Milwaukee, WI

[View full list of jobs](#)

POSITION 2

Research:

Research for Sourcing, Recruiting and Talent Acquisition

We have collected a series of reports and white papers – some free and others for a fee – that may be of help to you and your organizational sourcing and recruiting goals.

The reports are from several sources and include benchmark research in metrics, branding and quality of hire.

Our goal is to make Recruiting Trends your research and report source and invite you to recommend good research and white papers you have found useful by contacting Victoria Ryder (victoria@tarsus.com).

[Continue reading...](#)

POSITION 3

For content submissions contact:

Paula Santonocci at paula@recruitingtrends.com
Victoria Ryder at vryder@tarsus.com

For advertisement opportunities contact:

Beverly Poirier at bpoirier@tarsus.com

This email was sent to vpoirier@tarsus.com

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Recruiting Trends Best Practice Webinar Series 2012

Recruiting Trends®
BEST PRACTICE WEBINAR SERIES 2012



Geography

East	52%
Central	26%
Mountain	5%
Pacific	17%
International	10%

Company Size

1-100	32%
101-500	18%
501-1,000	9%
1,001-5,000	17%
5,001-10,000	7%
10,001-25,000	17%

Job Titles

President	7%
VP/Director	21%
Sr Mgr/Mgr	22%
Sr Recruiter/Recruiter	27%
HR Generalist	10%
Other	13%

Prices subject to change

Online Event Sponsorship Opportunities

Recruiting Trends Best Practice Webinars

The trusted editors of *Recruiting Trends Bulletin* - trusted information for Recruiting and HR professionals - present multiple sponsored webinars for members of the profession. Moderated by one of our editors, these events feature up to a 3-person panel discussing a relevant topic, followed by a Q&A. Each Webinar runs for 60 minutes.

These events are all marketed and produced as turn-key, and your firm's logo is included on ALL marketing of the event to our database of recruiting and HR professionals. Your firm is provided with a lead file post-event. The webinar is available for download on *RecruitingTrends.com* for after the live event, to drive additional leads.

Please Note: One sponsor representative can be included as part of the panel.
Standard one time event starts at \$5,000

What You Get

- Highly qualified, actionable leads
- Extensive event registration program with multiple marketing touch points
- Sponsor Exclusivity - Enjoy 100% attentive and exclusive mind-share in these single sponsored events
- Brand, Leverage - Use the strength of our RecruitingTrends.com brand - moderated by a senior editor and marketed around your brand
- A managed process - We take care of all the details: marketing, registration, technology, and registration follow-up
- The highest-quality web events - There is a difference, and your brand benefits from its presentation

Our Action List Includes

- Agressive online advertising campaign including:
- HTML e-mail invitation to our database
 - Banner advertising on RecruitingTrends.com
 - Advertisements in the Recruiting Trends Bulletin e-newsletter
 - Reminder e-mails to all registrants prior to the event
 - Post event thank you e-mail with links to archive for both attendees and non-attending registrants
 - Access to all registrations, including post-event registration for the archived version
 - Complete production and management of the technology

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BEST PRACTICE WEBINAR SERIES 2012



Average Event

Clicks 1,148
Qualified Leads 447

A Quick Look At

Recruiting Trends Best Practice Webinars

Date	Time	Title	# Qualified Leads	Click on Reg. Link
Wed, Mar 30	1 PMET	Making Social Media Work in Recruiting - Understanding the Social Demographics	700	1,647
Wed, April 13	1 PMET	Transforming Talent Acquisition – Using Strategy, a Little Common Sense and the Today's Tools	417	1,164
Wed, May 11	1 PMET	The Talent Revolution: How HR Can Change Corporate America	131	500
Wed, June 8	1 PMET	Sourcing Solo	452	953
Wed, June 22	1 PMET	Effective Social Media Recruiting to Attract the Right Candidate	766	1,958
Wed, Aug 24	12 NOON	Empower Your Just in Time Sourcing with Social Media	642	1,562
Wed, Sep 14	1 PMET	The Four A's of Recruitment Advertisement	201	429
Tue, Oct 25	1 PMET	Mobile Recruiting	263	967

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