

ADVERTISING INFORMATION

▼ **Reach 80,000 high-level buyers** of corporate training and human resource products and services each month

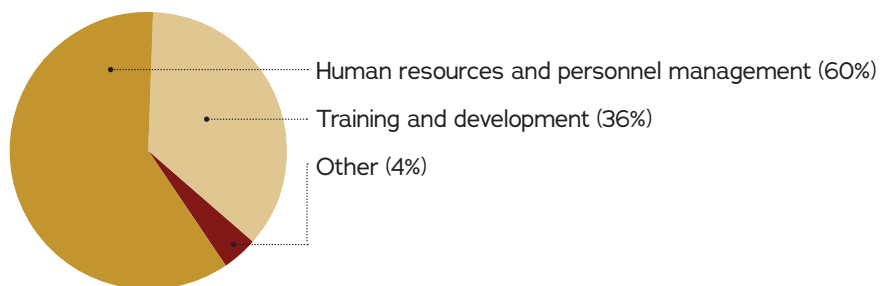
WorkplaceXpert is a monthly e-newsletter that delivers the latest insights, best practices, how-to's, case studies and research to readers in the human resources and corporate training industries. It's a one-stop educational resource that helps leaders save time by aggregating the "best of" industry information in an easy-to-read format.

The 80,000 subscribers who read WorkplaceXpert each month are highly-placed HR and training professionals, allowing you to place your advertising message within a highly targeted editorial product.

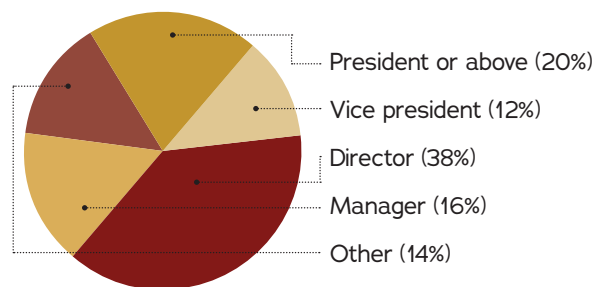
The e-newsletter is the ideal marketing tool to promote webinars, free trials, special product offers, white papers, upcoming conferences and more.

▶ WHO READS *WorkplaceXpert*?

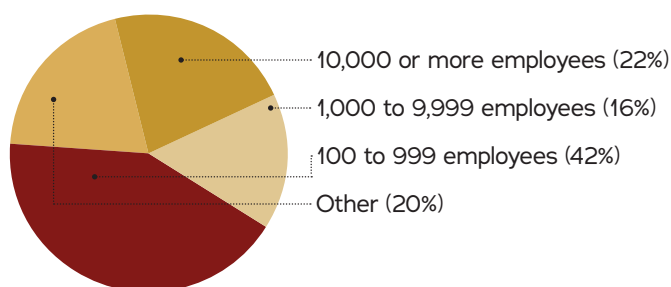
Our readers are concentrated in human resources and corporate training



Our readers have high-level HR and training titles



Our readers are from large companies



NEWSLETTER ADVERTISING OPTIONS

WorkplaceXpert offers simple and affordable advertising options to help you efficiently expand your marketing reach



Top Leaderboard

Image dimensions: 700 x 90 pixels.
File types: JPEG, GIF.
Max file size: 40K

Insertion rates:

1X: \$995 **3X:** \$795



Skyscraper

Image dimensions: 160 x 600 pixels.
File types: JPEG, GIF.
Max file size: 40K

Insertion rates:

1X: \$795 **3X:** \$595



Banner in Body Copy

Image dimensions: 468 x 60 pixels.
File format: JPEG, GIF.
Max file size: 40K

Insertion rates:

1X: \$895 **3X:** \$695



Product Showcase

Image dimensions: 175 x 125 pixels.
File format: JPEG, GIF.
Max file size: 30K

Insertion rates:

1X: \$850 **3X:** \$650

Headline headline headline headline headline
headline headline
Re nisi ut aut facipid mo barate
sant enim deligenti que deligentiur
accidentis diti deligentiur
velitque i et molitum molit
sant vellet sunt diti diti re,
expigitentia sunt alio. Suspende
non non conatque ipam facere
pelligenti sunt autem, sed et
sidi etiam tempud conatque
quoniam diti sunt hae venis
ipsum alioa omnia sunt conatque



Callout Text Ad in Body Copy

Text: 5-word headline, 25-word description.
Image dimensions: 125 x 100 pixels.
File format: JPEG, GIF.
Max file size: 30K

Insertion rates:

1X: \$895 **3X:** \$695

Headline headline headline headline headline
headline headline
Re nisi ut aut facipid mo barate
sant enim deligenti que deligentiur
accidentis diti deligentiur
velitque i et molitum molit
sant vellet sunt diti diti re,
expigitentia sunt alio. Suspende
non non conatque ipam facere
pelligenti sunt autem, sed et
sidi etiam tempud conatque
quoniam diti sunt hae venis
ipsum alioa omnia sunt conatque



Text-Only Ad

Text: 5-word headline, 15-word description
Image dimensions: 125 x 100 pixels.
File format: JPEG, GIF.
Max file size: 15K

Insertion rates:

1X: \$395 **3X:** \$300

Headline headline
headline headline
Re nisi ut aut facipid
mo barate sant enim
deligenti que deligentiur
accidentis diti deligentiur
ipsum.

White Paper Sponsorship

Generate sales leads and capture valuable contact information with a download from your web site

Insertion rates:

1X: \$850 **3X:** \$650

CONTACT INFORMATION

For newsletter and website advertising information, contact **Rich Alden**

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For email list rental information from Trimax Direct, contact Paul Kolars at pkolars@trimaxdirect.com or 651-292-0165