



IndustryBrains

Human Resources

Premium Performance Marketing Solutions for Advertisers & Publishers...
The Difference is in the Branded Sites...
Target HR / Workforce Management Leaders or job seekers

The Difference is in the Branded Sites...

IndustryBrains performance advertising placement connects you directly with the HR executives, corporate managers and job seekers who are in the market for your products and services.

Our solutions . . .

- Allow you to choose and bid on the site and/or categories that best fit your business
- Give you complete control over your advertising dollars
- Help you to reach a targeted audience within an environment they trust

Advertise on the trusted websites where HR / Workforce Management Leaders and job-seekers go daily to look for job information, or where corporate managers read about best workforce practices and product solutions.



The mission behind Workforce Management Online's editorial content is to provide HR-titled and C-level corporate management professionals the greatest repository of relevant information about trends, best practices and product solutions as they relate to workforce management. Simply put, there is no other single resource for workforce management content online that offers greater depth, or higher traffic than Workforce Management online.



BenefitNews.com is a complete online resource for benefits and HR professionals. Developed and maintained by a full-time staff of experienced business journalists, the critically acclaimed Web site delivers the information benefits decision makers need to keep current, conduct research, benchmark and share ideas and solutions with their peers.



Workindex.com is your link to the world's most comprehensive index of workplace-related Web sites, HR tools and information. Workindex.com offers news and editorial with three sub-sites devoted to staffing, training and benefits. Tools include a salary calculator, legal clinic and events calendar. Visitors can also search and post jobs. Access to the site is invaluable to corporate HR professionals, top executives, line managers, job seekers and students.

Recruiting & Staffing
Hospital President Sparks Groundbreaking Recruiting Campaign
St. Bernardine Medical Center president Steven Barron asked for 100 new nurses to be hired in 100 days, a steep goal considering the nationwide nursing shortage. Human resources, marketing, and the head of nursing put their heads together and decided-for the first time-that rather than hand off the task to recruiting, the three would work as a team. The result was a slick ad campaign that went far beyond targeting would-be nurses: it rebranded the hospital and gave it a charismatic new image.

HR Management
What's New
CEO Jim Madden is in an enviable position. He's the founder of four-year-old Exult, a late '90s start-up that not only has survived one of the worst markets for new companies in a generation, but is even thriving. In fact, Madden's biggest problem may be Exult's exponential growth. Even the current economic downturn has, in some ways, bolstered business for him.

Exult's CEO, Now Turning a Profit, Transitions to the Next Stage
One of the first companies to see HR outsourcing as more than just handling payroll, Exult was the rascal in the industry—signing big-name clients such as BP, Bank of America, and International Paper. Four years after it began, the company is finally profitable.
By Eileen Zimmerman

BenefitNews.com
Your message is seen in only Topic Channels & Articles that match your market!

Example of ad listings in targeted categories on Workforce Management Online

For more information, contact:
Tom Koletas, VP Sales
tkoletas@industrybrains.com, (212) 209-3325