

Digital Media Planner 2019-2020

InFront
on the Workforce



*the first HR business publication
dedicated solely to the long-term
and post-acute care market*

www.infrontworkforce.com

Straight Talk, Straight from the Experts

InFront
on the Workforce



Corporate Culture and Leadership

Talent Acquisition

Retention & Engagement

Regulatory Compliance

Technology & HR Analytics

Compensation and Benefits

Executive Development & Succession

Training & Development

Mobile Workforce Management

Labor Relations & Conflict Resolution

Employee Communications

Workplace Effectiveness & Strategy

Infrontworkforce.com offers expert advice and updates on retention & engagement; technology; industry trends; regulatory; and culture & leadership.

Each week *InFrontonHR* readers receive an e-newsletter covering the latest topics and issues impacting LTPAC human resource management.

Alerts and posts on *InFrontonHR's* Twitter, Linked-In and Facebook pages give readers immediate updates and help them stay informed while at their desks or on-the-go.

InFront on the Workforce provides readers with insights and advice on the unique workforce challenges within LTPAC and how HR strategies can support the specific business needs of organizations that serve across the complex continuum of this market sector—from senior living, assisted living and skilled nursing to rehabilitation services, home health and hospice.

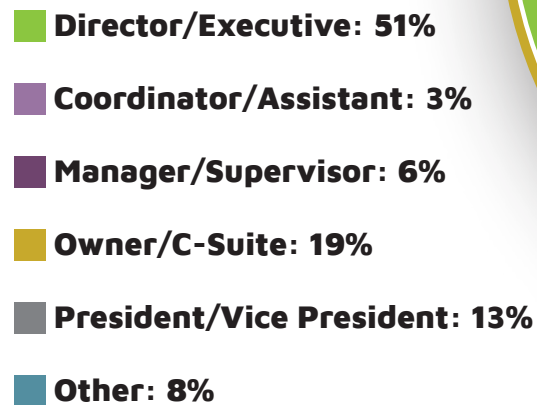
Our collaboration of advisors and industry experts explores today's pressing topics and tomorrow's coming industry trends, giving readers the inside edge on leveraging human capital to the fullest. Our readers stay in front of the rapidly changing profession and ready to embrace innovation in the business of human resource management.

Our Readership

InFront
on the Workforce

InFront on the Workforce is written exclusively for HR executives at large senior care provider organizations in across the spectrum of long-term and post-acute care (LTPAC): skilled nursing, transitional care and rehabilitation, senior living, home health, home care and hospice. It is the only publication that allows you to specifically target HR decision-makers and influencers across the full continuum of LTPAC. No wasted circulation to unrelated titles in the industry—and no generic coverage of HR in unrelated verticals.

Reach more than 7,500+ Chief HR & Human Capital Strategists.



Learn how to build your brand, generate leads and establish thought leadership among those making decisions about human capital management.

Advertising Options and Rates



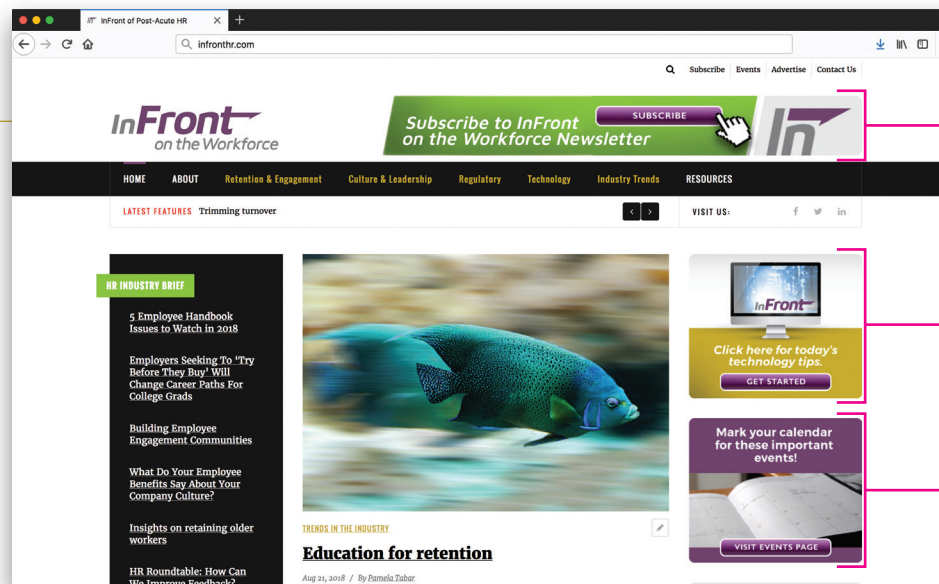
WEBSITE

Rates:

Top Banner:
728x90 (\$1,800/mo);

Sidebar Ad:
300x250* (\$2,100/mo)

*run in rotation



Top Banner
728x90

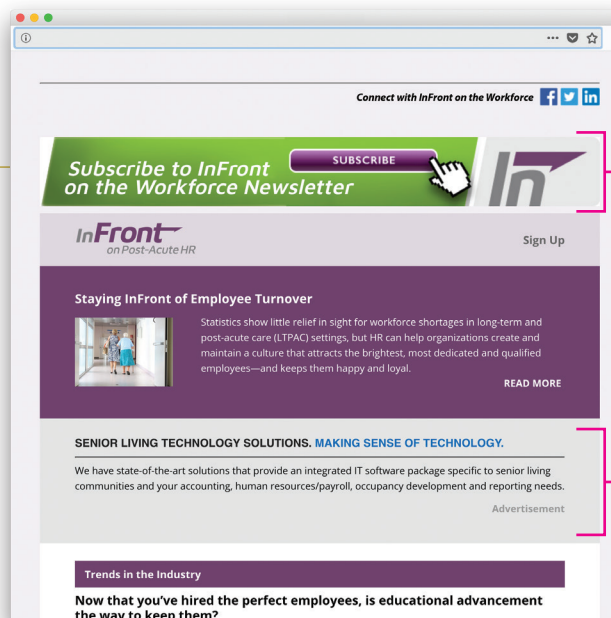
Sidebar Ad
300x250

NEWSLETTER

Rates:

Top Banner:
728x90 (\$2,700/mo)

Text Ad (50 words with link):
\$2,500/mo – first position
\$1,900/mo – second position



Top Banner
728x90

Text Ad

Advertising Options and Rates



Other ways to leverage our readership:

WEBINAR

Present your content to select InFrontonHR titles (live or on-demand)

Promote your organization's products or services with an educational webinar that positions your team as thought leaders in the industry. Promotion and content collaboration with the InFront HR team will contribute toward a successful event.

Rates:

\$7,500

E-BLAST

Custom e-mail messaging to a targeted audience

Whether you have your own html ready to deploy, or need assistance with developing on-point messaging, InFront HR will reach your target audience and help you achieve your marketing goals.

Rates:

\$3,300

LEAD GENERATION

Unique programs to pre-qualify sales leads and demonstrate measurable results.

Content marketing is a strategy. InFront HR will help promote your whitepapers, articles, infographics, and more, to engage readers through effective marketing campaigns, lead monitoring, and reporting.

Rates:

\$4,300

FOCUS GROUPS

Targeted market research.

InFront HR will coordinate a focus group with a diverse group of readers to review and respond to your product and/or service in a guided or open discussion to provide your with appropriate industry feedback.

Rates:

Contact us for details.

Contact Us:

Publisher

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