

SHRMmedia

TRUSTED PRODUCTS. DYNAMIC AUDIENCE. RICH RESULTS.

DIGITAL



SHRM.ORG

Cast a net on the largest, most target-rich website for HR: SHRM.org. Used faithfully by **2 million HR professionals each month**, it's where HR turns for the latest news, resources and professional development opportunities.

On SHRM.org, your brand is well-lit on an award-winning website. And your brand will be in good company, too — joining a robust community of companies and organizations that rely on SHRM.org to reach HR pros where they do business.

BY THE NUMBERS⁺

2.0 MILLION+
active users

3.6 MILLION+
sessions

9.4 MILLION+
page views

65%
of site visitors return
at least weekly*

8 OUT OF 10 VIEWERS

VISIT SHRM.ORG EXCLUSIVELY FOR NEWS AND INFORMATION
ABOUT HR.***



SHRM.org Inventory

SHRM.org offers standard display units, offered as run-of-site, home-page sponsorships, HR topic area or geo-targeted. Audience extensions available.

STANDARD DISPLAY UNITS

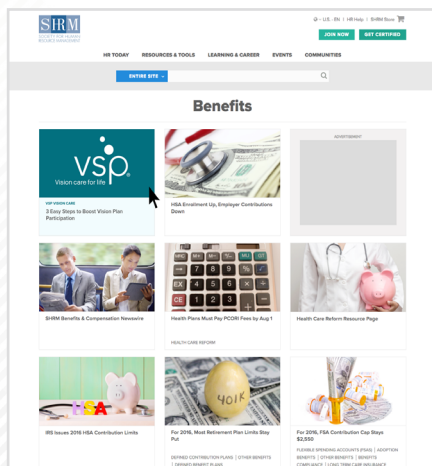
- Billboard (970x250)
- Half-page unit (300x600)
- Ad boxes (300x250)
- Mobile ad units
- Video pre-roll and sponsorships

CONTENT MARKETING

Every organization has a unique story to tell. SHRM's exclusive Spotlight program positions your company's article, infographic, white paper or video in the SHRM editorial well, alongside SHRM's highly read and shared content.

"I have appreciated the depth of knowledge available on this site. I have been able to find pertinent information for every issue I have had to research, ranging from interview questions, ADA, FMLA, changing laws, and personnel issues. I have and will continue to recommend this resource to others. Thank you so much for being my resource..."

– **SHRM Member**



SPONSOR CONTENT

A special Sponsor Content home page or section front unit transitions to your logo upon roll-over, and links the reader to your URL for the full story and any desired lead-generation activity.

+Google Analytics, Average of January - May 2018

*Signet Research, 2017

**Signet Research, 2017 – 83% represents the average of nine competitors surveyed