

## BONUS WHITE PAPER OPPORTUNITY

June 16

### Bonus for advertisers:

When you buy 1 Tabloid advertisement in the June 16 issue you'll receive:

- Adjacent page to deliver your whitepaper of 750 words that focuses on your assessment and solution of an industry challenge.
- Posted on HREOnline and permanently archived on the site.
- Promoted on the home page to drive traffic to the whitepapers.

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# White Paper Guidelines

*Human Resource Executive's*® is offering a unique opportunity to publish a white paper thought piece.

Don't miss your opportunity to be part of our June 16 issue. This is your company's chance to speak with authority to the more than 75,000 Print HR executives who subscribe to the magazine and 154,000 who read the App & Digital versions, about the assessment & solution of an industry challenge or issue.

Below are a few items to keep in mind as you plan to promote your company in this special white paper focused on HR challenges and solutions employers face today.

**Word Count = 750 words**

**June 16 White Paper Deadline: May 7, 2018**

- Share your organization's description of issues and trends in the industry.
  - Assess the issue or challenge you will address.
  - Create desire by solving the problem.
  - Summarize and support your solution with statistics and data. While we expect many of the vendor contributors will focus on their particular disciplines (i.e., retirement, screening, HR technology, talent management, etc.), you don't have to limit your response to your particular segment of the market.
- Be sure to share your company's vision and **don't** write about your company and products. We reserve the right to edit anything that sounds too promotional.)
- Make sure you direct your comments to a senior HR executive audience.
- In crafting your vision for HR piece, we encourage you to be original in your thinking and thought-provoking in your writing.
- Submit the white paper as a Word document to Nancy Sicilia at [nsicilia@lrp.com](mailto:nsicilia@lrp.com). Include your company name, the contributor's name and title, company location (city and state), and url.
- *Human Resource Executive's*® art director and editors will select art to go along with the white paper.