

ONLINE PROMOTION PACKAGE

Gain online **visibility** within the HR Club community!



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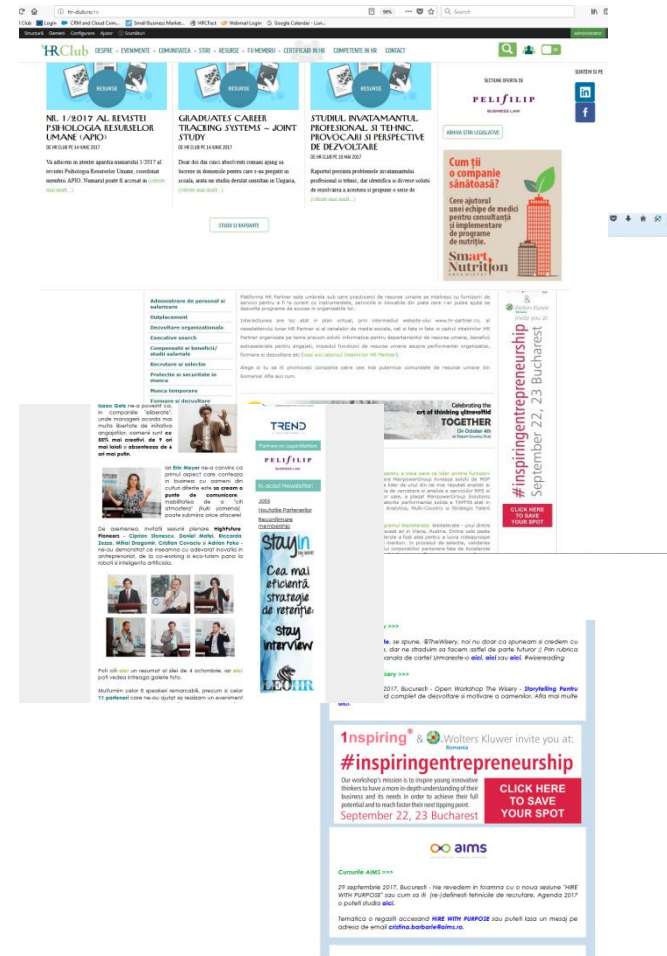
1. 262x290 pixels banner on HR Club website www.hr-club.ro (3 weeks)

2. 120x600 pixels banner on HR Partner website www.hr-partner.ro (3 weeks)

3. 120x350 pixels banner in HR Club Newsletter (sent to 600 HR Club members)

4. 640x175 pixels banner in HR Partner Newsletter (sent to 2,300 HR contacts)

5. News included in HR Partner Newsletter



Gain online **visibility** within the HR Club community!

6. Advertorial posted in the [Noutati de la parteneri](#) section of HR Club website (Romanian language)

7. Advertorial posted in the [Articole](#) section of HR Partner website (Romanian language)

8. Promotion of advertorial on Social Media pages ([Facebook](#) & [LinkedIn](#))

9. Boost (50 EUR value) of Facebook or LinkedIn post



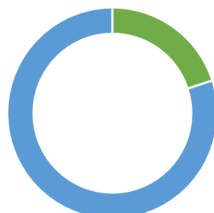
✓ Investment: **500 euro + VAT**

HR Club channels **audience** in 2022

Newsletter subscribers' profile (2,300+ contacts)



16%
Experts and
specialists



20%
Rest of the
country

80%
Bucharest



26%
Human
resources
services
providers

74%
Human
resources
practitioners

Average open rate of newsletters (12 editions - 2021)

- ▶ HR Partner: **25%**
- ▶ HR Club: **29%**

Social networks

- ✓ [Facebook](#): **14,300+** followers
- ✓ [LinkedIn](#): **23,500+** followers

Traffic on www.hr-club.ro

- ✓ Page views: **63,500+**
- ✓ Total visitors: **24,800+**

Traffic on www.hr-partner.ro

- ✓ Page views : **13,800+**
- ✓ Total visitors: **6,100+**

Contact:

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The logo for HRClub, featuring the letters 'HR' in a stylized font with a leaf-like flourish above the 'R', followed by the word 'Club' in a serif font.