

# ethical performance

To advertise, call Paul Holness on +44 (0)1227 720900 or email paul@ethicalperformance.com

## Training Courses

The training area of Ethical Performance Online lists CSR, SRI and sustainability courses. This area of our website is designed to allow visitors to find their preferred course as quickly as possible, allowing both companies and users to get the best results. The site features courses provided by everything from universities and other educational establishments to specialist companies.

A training course email alert featuring all courses on the site is sent monthly to 15,000 opt-in recipients worldwide and directs them to Ethical Performance Online, where your course is listed.

### benefits

- **targeted** – only CSR and SRI courses featured
- **focused** – 62% of recipients work for companies, institutions or investors
- **actively marketed** – monthly email campaigns direct traffic to your courses

The screenshot shows the 'ethical performance' website with a navigation bar including links for home, news, events, courses, recruitment, reports, announcements, directory, and contact us. The main content area features a 'Training Course Home' section with 'Current course types' (Masterclass (3), Webinar (1), Evening Course (1), Workshop (1), Professional Development (1), Inhouse Training (5)), 'Regions' (Europe, Americas, Asia/Pacific, Web Based), and 'Archived Courses'. The featured course is 'REPORTING AND COMMUNICATIONS' (CSR Asia course), a 1-day course held in Hong Kong, Malaysia, or Singapore. It includes a 'Course Overview' and 'Topics include' such as identifying key issues, transparency, stakeholder engagement, and reporting standards. Contact details for marketing@csr-asia.com and phone number +852 3579 8079 are provided.

### features:

- menu allows users to narrow down the courses by type and region
- you specify the content of your entry with up to 250 words of text
- a logo with clickthrough to your website is available for an additional fee
- you can provide contact details (phone number, email address and website)
- we can host PDFs containing further information
- we provide tracking on clickthroughs and views of your courses

### tariffs:

The cost of an entry relates to the period it is on the site for. A single month is \$155 while a whole year is \$1020. See below for more details.

month	price per month (\$)	total (\$)
1	155	155
2	155	310
3	120	360
4	120	480
5	120	600
6	105	630
7	105	735
8	105	840
9	105	945
10	105	1050
11	105	1155
12	85	1020

Logos are also available for a one off \$80 per course. Button ads are charged at \$100 per month and are shown at the right of all training area pages.