

2018 GMA SHRM Advertising & Promotion Application (page 1 of 2)

Submit completed form, payment and any ad artwork to:

**Opportunities are limited and available
on a first-come, first-served basis.**

GMA SHRM
2820 Walton Commons, Suite 103
Madison, WI 53718
Phone: (608) 204-9814
Fax: (608) 268-8636
chapteradmin@gmashrm.org

GMASHRM offers a variety of advertising opportunities throughout the year, though they are limited and early application is advised. Use this application to participate in opportunities **other than** the Corporate Partner Program or Human Capital Conference Sponsorships. Opportunities include: E-Newsletter Ads, Membership Mailing lists, E-Blast Ads, and Professional Development Summit Session Sponsorships. Please indicate on the following page(s) the opportunity you are interested in for 2018.

Separate "SHRM Partnership Human Capital Conference Sponsorship Application" is available for you to apply for our Corporate Partner Program (opportunities available annually in the fall; first-come, first-served). Opportunities are explained in greater detail at <http://www.gmashrm.org/marketing>

Please provide the following information:

Company Name: _____

Contact Name: _____

Street Address: _____

City/State/Zip: _____

Phone Number: _____

E-Mail: _____

Date of Application: _____

Payment is due upon approval of your application. Please indicate your preference for payment:

- Check payable to GMA SHRM is enclosed.
- Invoice me (payment due within 30 days AND prior to deadline).
- Use credit card information for payment:

Name on Card (Print): _____

Credit Card Number: _____ CSC#: _____

Expiration Date: _____

Authorized Signature: _____

Certain marketing opportunities are awarded to our Corporate Partners as benefits of Partnership. Additionally, Partners may add to their benefits at a discounted rate (Gold/25%; Silver/20%; Bronze/15%)

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E-Newsletter Advertising

Our online e-newsletter, HR InTouch, is distributed to our 700+ members monthly and past issues are archived on our website. A maximum of three ads may appear in any issue (first-come, first-served with preferential treatment to Corporate Partners). Non-partner ads will appear below the list of Corporate Partners.

InTouch ads are \$200 per issue for members, and \$325 per issue for non-members. Upon acceptance of your application, we will require your payment and ad artwork be submitted by the 15th of the month prior to your assigned issue. The 3.75" x 5" ad may be a jpg or pdf. Ads may be full color.

Please supply the URL to which your ad should link: _____

Please indicate number of ads requested _____ and requested month(s) of publication in order of preference: _____

E-Blast Advertising

Members receive an E-Blast (e-mail communication) on a regular basis (as necessary; typically, once per week). This communication is purposefully brief and highlights only the most important and time-sensitive information our members need (reminders of upcoming meetings, registration deadlines, breaking news that affects our association or profession).

Dimensions are 180 pixels wide x 150 pixels high and 72 DPI. Must be in .jpg format and cannot exceed 50kb in size. URL/Weblink included.

E-Blast Sponsorship costs \$400 for members, and \$525 for non-members. You will be featured in four consecutive E-Blasts over an approximate 4-6 week period. Your image may not be altered within an advertising period (4 consecutive E-Blasts).



Membership Mailing Labels/List

Non-partners may purchase address labels for our membership (or access the contact information via an Excel spreadsheet to facilitate a personalized mailing). A signed contract outlining permitted use of the membership information will be required.

One-time use of mailing information is \$250 for GMA SHRM members and \$400 for non-members. Contact our GMA SHRM administrators at (608) 204-9814 or chapteradmin@gmashrm.org at least three weeks in advance of need to coordinate this benefit.

Professional Development Summit Session Sponsorship - \$1,000

Typically Two Sessions per Summit*

Includes:

- Recognition on online Program Calendar (including link)
- Mention on registration page and on email announcements of meeting.
- Free attendance at program for two participants
- Seating of your company's representative at speaker table
- Vendor booth space available for distribution of materials and networking with attendees
- Five minute opportunity at beginning of program to address attendees and promote your company's products/services

*Sponsorship of Professional Development Summit Sessions is only available if not utilized by Gold Corporate Partners.