



Business Partner Marketing/Advertising Application – 2010/2011

Please complete & fax, mail or e-mail to:

HRMA St. Louis
1693 S. Hanley Rd.
St. Louis, MO 63144
(314) 892-7994 phone
(314) 845-1891 fax
hrma@hrmastl.org
www.hrmastl.org

Please Type or Print Clearly

Contact

Company

Address

City, State, ZIP

Telephone

Fax

Email Address

Method of Payment

Check Enclosed

Visa Mastercard Discover AmEx

Credit Card # _____

Expiration Date: _____

Amount to Charge: _____

Name on Card

Signature

CUSTOMIZE YOUR PACKAGE AND SAVE!

Purchase \$1000 in sponsorship/advertising -receive 10% off

Purchase \$1500 in sponsorship/advertising - receive 15% off

Program Sponsorship

Included in sponsorship:

- 3 minutes during the meeting to address the group
- Booth at the registration area to set up materials
- Collateral may be placed on each chair
- Logo on electronic meeting notices

Member	Non-Member
_____ \$450	_____ \$550

*Limit two per meeting, non competitors

Months Available: ~~Sept~~, ~~Oct~~, ~~Nov~~, Jan, Feb, Mar, Apr, May
(first come, first serve – circle preference)

Additional meal tickets may be purchased for the following:

Dinner Meetings _____ x\$60.00

Breakfast Meetings _____ x\$35.00

Business cards may be collected for door prize

_____ Bringing door prize for raffle

New Member Orientation Sponsorship

Included in sponsorship:

- Logo on electronic meeting notices
- 3 minutes during the event to address the group
- Collateral may be distributed

_____ \$250 October 2010 or April 2011

Website

Banner Ads (limit 5 per page)

_____ Home Page \$250

_____ Career Center Page \$195

_____ Programs Page \$195

Newsletter Advertising

Horizontal Banner

_____ \$200 One issue

_____ \$500 Three issues

_____ \$1000 Six issues

Vertical Ad

_____ \$100 One issue

_____ \$250 Three issues

_____ \$500 Six issues

Membership Referral Contest Sponsor

Included in sponsorship:

- Logo on flyers distributed at each meeting and on website
- Sponsorship mentioned from the podium at each meeting

_____ \$300 (limit two non-competing sponsors)

Business Partner Directory Listing

Company name, description, and website link listed in a directory of Business Partners who provide services to the Human Resources community.

_____ \$50 Member

Advertisement Specifications

All advertisements must be submitted electronically

Banner Ads

Banner Advertising is found on three pages on the HRMA website: the Home page, Career Center, and Programs page. Banner ads are animated, rotating billboards that provide your ad great exposure. Each advertisement scrolls through every 3-4 seconds. Visit the website for a preview at <http://www.hrmastl.org>. Please submit your artwork and URL (per the specifications) to hrma@hrmastl.org for inclusion. Banner ads must be 480 x 60 PIXELS (w x h) for inclusion. Any ads received that do not meet these specifications will incur additional charges. (Limit 5 ads per page.)

The following file types that will be supported for the website advertising are:

- Photoshop (.PSD)
- JPEG (.JPG)
- TIFF (.TIF)
- GIF (.GIF)
- Adobe PDF (.PDF)

These file types can be created and saved in graphics packages such as Quark, Corel Draw, Illustrator, Fireworks.

Business Partner Directory Listing

The **Business Partner Directory Listing** is accessible from the home page of the HRMA website. Please submit the following information via email to hrma@hrmastl.org:

First and Last Name

Business Title

Company

Business Phone

Email Address

Web Address

Brief description of your business (80 words or less)

Scheduling and Terms of Advertising and Sponsorships

Rates are based on pre-payment and payment must accompany message when submitted. Payment is accepted by check to "HRMA" or by credit card. HRMA St. Louis reserves the right to refuse advertising. Scheduling will be limited to a pre-determined number of companies each month. By submitting this order, the above named company/organization authorizes the Human Resource Management Association of Greater St. Louis to reserve advertising and sponsorship space, and agrees to pay the price indicated and submit copy in the requested format and schedule. Pre-payment by check or credit card is required.

Authorized by: _____ Date: _____

Print Name and Title: _____