



# Business Partner Marketing/Advertising Application – 2009/2010

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

HRMA St. Louis  
P.O. Box 25006  
St. Louis, MO 63128-1955  
(314) 892-7994 phone  
(314) 845-1891 fax  
[hrma@hrmastl.org](mailto:hrma@hrmastl.org)  
[www.hrmastl.org](http://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

## 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 2009 or April 2010

## Social Event Sponsorship

Included in sponsorship:

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

\_\_\_\_\_ \$300 Dates and Events TBA

## Website

Banner Ads (limit 5 per page)

\_\_\_\_\_ Home Page \$250

\_\_\_\_\_ Career Center Page \$195

\_\_\_\_\_ Programs Page \$195

\_\_\_\_\_ Calendar Listing \$75

List your event on the HRMA calendar with a link to your website.

## 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 (minimum) to be awarded at May 2010 meeting

## 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

\_\_\_\_\_ \$125 Non-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](mailto: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](mailto: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: \_\_\_\_\_