



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
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 _____

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

On-line Business Partner 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

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

Social Event Sponsorship

Included in sponsorship:

- Logo on electronic and printed notices
- Table on which to place collateral
- Poster at event
- 3 minutes during the meeting to address the group
- May collect cards for door prize

Next available opportunity – HRMA Picnic in Tilles Park
August 13, 2009 5:30-7:30 p.m.

_____ \$300

New Member Orientation Sponsorship

Included in sponsorship:

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

_____ \$250 October 2009 or April 2010

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.

On-line Directory Advertising

	Member	Non-Member
_____ Full Page	\$250	\$350
_____ Half Page	\$125	\$225

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.

On-Line Directory

Following are the software programs that will be supported for the 2009-2010 advertising:

Microsoft

Word (PC or Mac) 2000

Publisher (PC) 2000 only

Adobe

InDesign

PageMaker (PC or Mac) 6.5 or lower

Photoshop (PC or Mac)

All PDF files (Adobe Acrobat Reader/Distiller)

Quark (MAC only) 4.X

Corel Draw (PC) 10 or lower

Illustrator (PC or MAC) 9 or lower

SIZING

Full Page Ads

- All ads must be formatted with a page size of 5-1/2 x 8-1/2, with a maximum image area of 5"wide x 8"deep.

Half Page Ads

- All ads must be formatted with a page size of 5-1/2"wide x 4-1/4"deep, with a maximum image area of 3-3/4"wide x 4"deep.

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: _____