



Application and Contract for Marketing Services 2006-2007

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

Website

Method of Payment

___ Check Enclosed

___ Visa ___ Mastercard ___ Discover ___ AmEx

Credit Card # _____

Expiration Date: _____

Amount to Charge: _____

Name on Card

Signature

Packaged Advertising

	Member	Non-Member
___ Package Deal	\$800	\$1000
	<i>(Regular Placement in Roster)</i>	
___ Package Deal	\$1000	N/A
	<i>(Cover Placement in Roster)</i>	
___ We are a sponsor member.	Package Deal is included.	

Roster Advertising

	Member	Non-Member
___ Full Page	\$450	\$550
___ Half Page	\$250	\$350

Program Sponsorship

	Member	Non-Member
	\$250	\$400
Months Available	<i>September, October, November, January, February, March, April & May</i>	

Month-1st Choice

Month 2nd Choice

Month 3rd Choice

Additional tickets may be purchased for the following:

Dinner Meetings _____ x\$50.00

Breakfast Meetings _____ x\$25.00

Space Reservations for Advertising and Sponsorships

Roster Advertising:

Space reservations are due July 31, 2006

Final Camera-Ready Artwork (See Specifications Below) is due by August 4, 2006

Meeting Sponsorship

To have your logo included in the roster, space reservations are due by July 31, 2006

Final Camera-Ready Artwork (See Specifications Below) is due by August 4, 2006

Website Advertising Specifications

All advertisements for the HRMA website must be submitted electronically.

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.

Any advertisement that does not meet the criteria below will be placed on the site at an additional cost to the advertiser at a current rate of \$85 per hour.

TWO NOTES OF SPECIAL IMPORTANCE:

1. Microsoft software is not considered “graphics software” and therefore, the results of your finished layout may not meet your expectations. This is particularly true if you are using Word or Excel.
2. We cannot be responsible for changes, substitutions, corrections or proofs. PLEASE SEND ONLY YOUR FINAL FILE. Any ad changes, substitutions, or corrections will incur an additional charge of \$25 to the advertiser.

SIZING:

Banner Advertising is found on two pages on the HRMA website. The Main page and the Job Posting page. This type of advertising is an animated, rotating billboard that gives your ad great coverage. Each advertisement scrolls through every 3-4 seconds. Visit the website for a preview <http://www.hrmastl.org> Please submit your artwork and URL (per the specifications above) 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.

Roster Advertising Specifications

Directory To Be Published September, 2006

All advertisement for the HRMA Roster must be submitted electronically.

Following are the programs that will be supported for the 2006 advertising:

Microsoft

Word (PC or Mac) 2000

Publisher (PC) 2000 only

Excel (PC) any version except XP

Adobe

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

Any advertisement not meeting the criteria below will be:

- A. Inserted at an additional cost to the customer, at a current rate of \$85.00 per hour for disk time;
- B. Rejected due to time constraints;

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 5”deep.

Screens and heavy coverage are not a problem. Bleeds are not acceptable because of additional cost involved.

If you have any further questions, you may contact John Peterson at (314) 432-2700.

TWO NOTES OF SPECIAL IMPORTANCE:

1. Microsoft software is not considered “graphic software” and therefore the results of your finished product may not meet your expectations, particularly if you are using Word or Excel. Also, any version of Microsoft XP is not supported. It is highly advisable to create your ad in a graphics package. If this is not possible, it would be best to send a PDF file.
2. The printer cannot be responsible for changes, substitutions, or corrections, or proofs. PLEASE SEND ONLY YOUR FINAL FILE. Any ad changes, substitutions, or corrections will incur an additional charge of \$25.00 to the customer.

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 below 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 _____