

2013 GMA SHRM Advertising & Promotion Application

Submit completed form, payment and any ad artwork to:

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

GMA SHRM
2830 Agriculture Drive
Madison, WI 53718
Phone: (608) 204-9814
Fax: (608) 204-9818
chapteradmin@gmashrm.org

GMASHRM offers a variety of marketing 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. Opportunities include: Website Ads, E-Newsletter Ads, Membership Mailing lists, E-Blast Sponsorship, Program Sponsorship, and Tabletop display. Please indicate on the following page(s) the opportunity you are interested in for 2013.

A separate "SHRM Partnership 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/website/products.shtml>

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%)

SPONSORSHIP OF MONTHLY PROGRAM

GMA SHRM Programs are held monthly September thru May. There may be workshops associated with the Program, but sponsorship opportunity is specific to the Program.

In addition to visibility at the Program...

- Seating of your company's representative at speaker table.
- Distribution of company brochures/materials at tables and/or a table top display.
- 5-minute opportunity at beginning of program to address attendees and promote your company's products/services.

...all members will recognize your sponsorship through:

- Recognition on online Program Calendar (including link).
- Mention in registration form and announcements of meeting (assuming timely commitment).
- Free attendance at Program for 2 participants.

Program sponsorship is \$500 (Gold Partners may sponsor one program without cost as a benefit of Partnership). Upon acceptance of your application, and after availability of date has been confirmed, we will require your payment.

Please supply the URL we should use in connection with this opportunity: _____

Please indicate number of Sponsorships requested _____ and requested month(s) of Sponsorship in order of preference:

TABLE TOP DISPLAY OPPORTUNITIES

Non-partners may purchase a Table Top Display opportunity at one of 5 GMA SHRM Summits. (Corporate Partnership includes a certain number of display opportunities at each level.). Displays will be approximately 2-3 per table (as appropriate to venue), allowing each exhibitor approximately 3 feet (width) of display placement.

Table Top Display Opportunities will cost \$50 each. Upon acceptance of your application, we will require your payment two weeks prior to each event. We will contact you with a details in advance of each opportunity for which you indicate interest.

- Please invite me to sponsor at your Annual One-Day Conference
- Please invite me to exhibit at your chapter programs: _____ (indicate month of event)

WEBSITE ADVERTISING (www.gmashrm.org): Place your ad (with link) on our local SHRM website. Ad will be located at top of right column. A maximum of 10 ads will be allowed in any given time period, with only one ad visible for 10 seconds as the ads rotate to attract our web viewers' attention.

Web advertising is \$300 for 3 consecutive months or \$1,000 for 12 months. Upon acceptance of your application, we will require your payment and ad artwork be submitted by the 15th of the month preceding posting. The 135 pixel wide x 190 pixel high ad may be a gif or jpg file at 72 dpi. Ads may be full color.

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

Indicate how often you prefer to advertise: 3 Months 6 Months 9 Months 12 Months

Please indicate the months in which you are most interested in advertising:

E-NEWSLETTER ADVERTISING: Our online e-newsletter, HR InTouch, is distributed to our 800+ 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. 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. Sizes vary, please submit your add for approval to chapteradmin@gmashrm.org by the 15th of the month prior to your assigned issue. The 3.75" x 5" ad may be a gif, 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:

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.

E-BLAST SPONSORSHIP: Members receive an E-Blast (e-mail communication) from our administrators 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 our industry).

Dimensions are 720 pixels wide by 90 pixels high. Must be in .jpg or .gif format and can not exceed 50kb in size.

The opportunities are first-come, first-served (with preferential treatment to our Partners) and limited to approximately 12 vendors each year.

E-Blast Sponsorship will cost \$400. You will be featured in four consecutive E-Blasts over an approximate 4-6 week period. Your image may not be altered within a Sponsorship period (4 consecutive E-Blasts).