

Online Advertising Rate Card 2021



Multiple positions on HKIHRM's online platforms

HKIHRM Website



Daily e-Newsletter



A Popular Destination for...

- **5,300** HKIHRM members with **500+** corporate members
- HR Leaders and practitioners



The Website Traffic with...

- **14,500+** visits per month
- **55,000+** page views per month

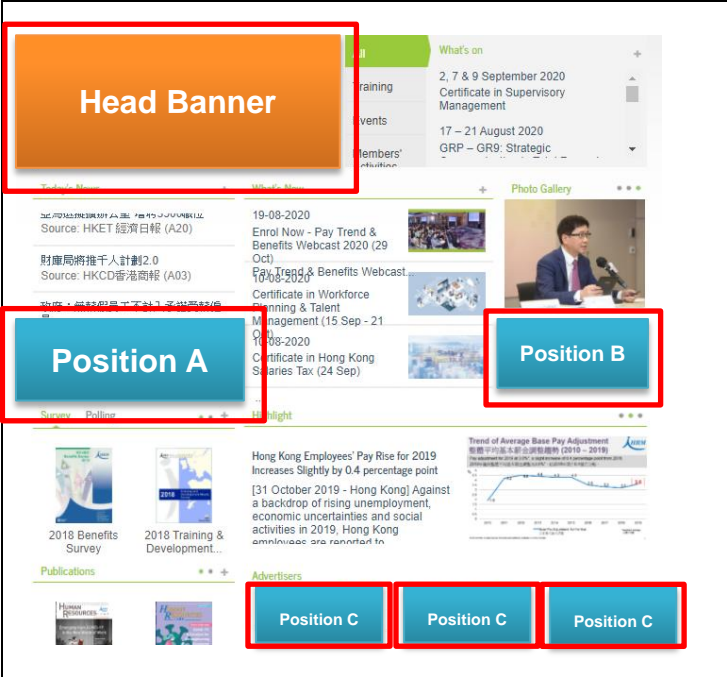
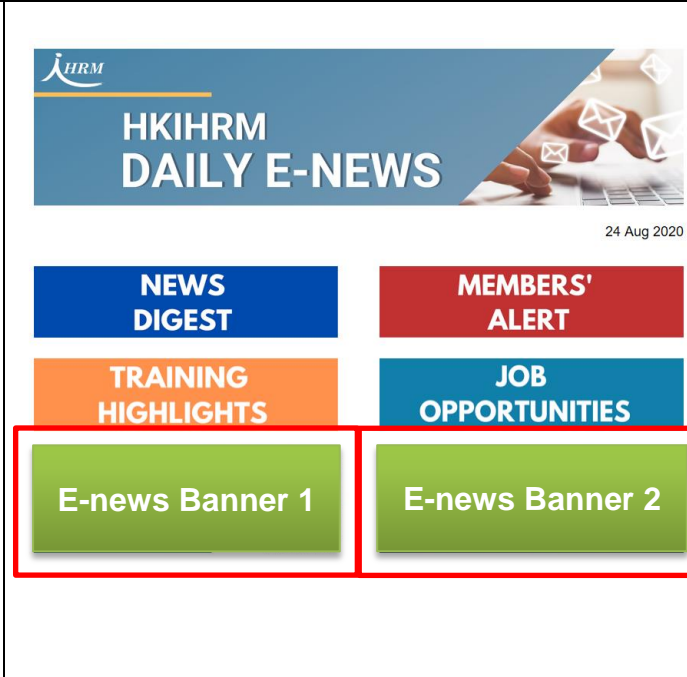


Enquiry: project@hkihrm.org | 2837 3880/17

HKIHRM ONLINE ADVERTISING RATE CARD 2021

The Hong Kong Institute of Human Resource Management (HKIHRM) provides a number of platforms to communicate with members. Your company is able to reach a large pool of HR professionals through our website (www.hkihrm.org) and daily E-newsletter in an instant but cost effective way by ordering Online Advertising.

Advertising Positions

HKIHRM Website - Head Banner / Position A, B, C	HKIHRM Daily E-newsletter – E-news Banner
 <p>The screenshot shows the HKIHRM website interface. A large orange box at the top is labeled 'Head Banner'. Below it, a blue box is labeled 'Position A', a white box with a blue border is labeled 'Position B', and three small white boxes with blue borders at the bottom are labeled 'Position C'.</p>	 <p>The screenshot shows the HKIHRM Daily E-newsletter layout. At the top is a blue banner with the HKIHRM logo and 'DAILY E-NEWS'. Below this are four colored boxes: 'NEWS DIGEST' (blue), 'MEMBERS' ALERT' (red), 'TRAINING HIGHLIGHTS' (orange), and 'JOB OPPORTUNITIES' (blue). At the bottom are two green boxes labeled 'E-news Banner 1' and 'E-news Banner 2'.</p>

Specifications

	Pixel Size	File size
Head Banner	480 x 210	<300KB in jpeg/gif file
Position A – Banner	321 x 93	<300KB in jpeg/gif file
Position B – Banner	224 x 91	<300KB in jpeg/gif file
Position C – Banner	200 x 66	<36KB in jpeg/gif file
E-news Banner	600 x 200	<300KB in jpeg/gif file

HKIHRM ONLINE ADVERTISING BOOKING FORM

Please email the completed form to project@hkihrm.org

Completion of this Order Form indicates the applicant's willingness to abide by all terms & conditions and general rules as stated in the Terms and Conditions.

i) General Information

Company Name: _____

Contact person: (Mr/Mrs/Ms) _____ **Position:** _____

Address: _____

Tel: _____ **Email:** _____

Membership Status: HKIHRM Member: No. _____
 Non-member

ii) Online Advertising Packages

Please "✓" the appropriate box to indicate your preferred package.

Advertising on HKIHRM Website

	Member Rate (HK\$)			Non-member Rate (HK\$)		
	1 month	3 consecutive months	6 consecutive months	1 month	3 consecutive months	6 consecutive months
Head Banner*	<input type="checkbox"/> \$3,900	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$19,000	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$14,500	<input type="checkbox"/> \$26,500
Position A*	<input type="checkbox"/> \$3,280	<input type="checkbox"/> \$8,880	<input type="checkbox"/> \$15,750	<input type="checkbox"/> \$4,280	<input type="checkbox"/> \$11,600	<input type="checkbox"/> \$21,830
Position B*	<input type="checkbox"/> \$2,880	<input type="checkbox"/> \$7,800	<input type="checkbox"/> \$13,830	<input type="checkbox"/> \$3,760	<input type="checkbox"/> \$10,160	<input type="checkbox"/> \$19,180
Position C*	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$7,160	<input type="checkbox"/> \$12,720	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$9,450	<input type="checkbox"/> \$17,850

Advertising on HKIHRM Daily E-newsletter

	Member Rate (HK\$)		Non-member Rate (HK\$)	
	2 times / month	6 times / month	2 times / month	6 times / month
E-news Banner	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$8,650	<input type="checkbox"/> \$4,600	<input type="checkbox"/> \$12,450

Remarks:

1. *Banner ad will be shown in random order. To request specific location, additional fee of 20% will be charged, and is subject to the availability of ad space.
2. Artwork for banner ad to be provided by advertiser.

TERMS AND CONDITIONS

- The HKIHRM has absolute discretion in the admission of applications from potential advertisers. The HKIHRM reserves the right in ad space allocation and to decline any application at any time.
- Potential advertisers will be asked to submit **preliminary information on advertising materials** (including design and hyperlink) for the HKIHRM's screening.
- An email notification and invoice will be sent by the HKIHRM upon approval of the screening.
- Cheque should be made payable to "Hong Kong Institute of Human Resource Management Ltd". Applications will be accepted on a first-come, first-served basis.
- The final design of advertising materials (including banner ad and hyperlink) should be emailed to the HKIHRM **at least 10 working days** prior to the ad posting. The HKIHRM is not responsible for such production and therefore fee is not included.
- Confirmation will only be made upon receipt of full payment and it takes at least **2 working days** to proceed for ad posting.
- Amendment of banner ad with hyperlink after posting will be allowed **ONCE** from advertiser. Advertisers are requested to inform the HKIHRM in written **at least 2 weeks** in advance for any amendments required. Amended advertising materials have to be sent to the HKIHRM **at least 7 working days** in advance for screening again. The HKIHRM reserves the right to charge additional fee for additional amendment (s) requested by advertisers. Also, the HKIHRM reserves the right whether to accept any amendments on ad materials.
- Refund will not be arranged for any cancellation of order in any circumstances.

Personal Data Collection Statement

1. Applicants' personal data is collected and kept for processing the application for course enrolment, admission, academic and related administration purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.
2. The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g. special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box.

I have read, understood and agreed to all details of the above declaration.

Authorised Signature with Company Stamp: _____

Date: _____