

Online & Offline Advertising

Rate Card 2021

ADVERTISING OPTIONS

eDM Blast

Website Banner

Daily e-News Banner

Exclusive Banner
on Selected eDMs

Direct Mailing

Job Posting



**WHY
HKIHRM?**

- Deliver your message directly to **5,300 HR leaders/practitioners**
- Connect with **500+ large & medium sized corporate members**
- **On/offline channels to raise brand awareness in the HR community**

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

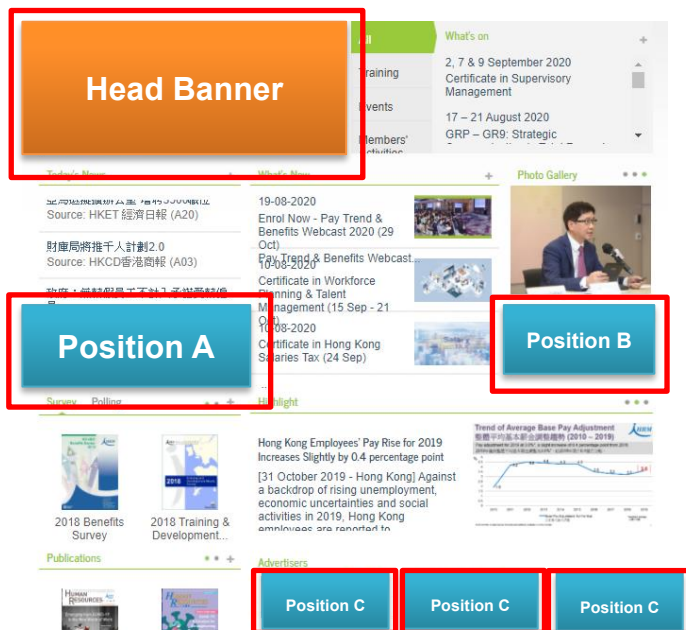
Online & Offline Advertising Rate Card 2021

Why HKIHRM?

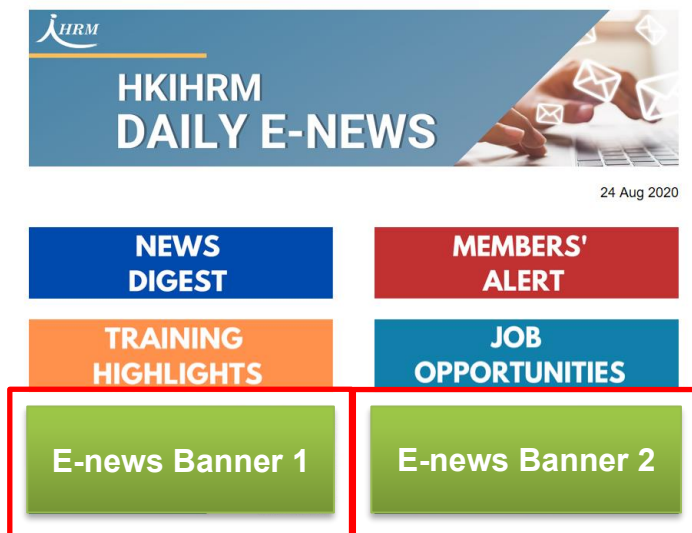
- The leading HR professional body in Hong Kong
- 5,300 HKIHRM members (with 500+ Corporate Members)
- Various cost-effective online and offline advertising platforms
- A popular destination for HR practitioners & senior executives
- Raise your brand awareness in the HR community

Advertising Platforms

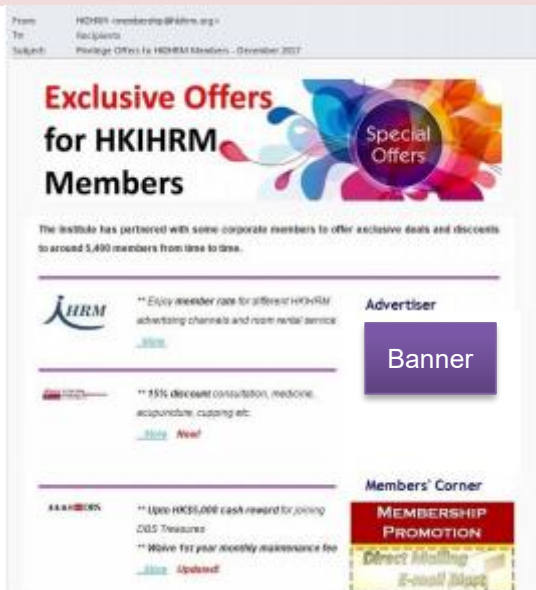
HKIHRM's Website – Banners



HKIHRM's Daily E-news – Banners



eDM Blast / eDM Banner on exclusive eDM



HKIHRM's Membership Website – Job Posting



Online & Offline Advertising Booking Form

Contact Information

Company	:				
Address	:				
Contact Person	:		Title	:	
Email	:		Tel	:	
HKIHRM Membership No.	:		<input type="checkbox"/> Non-member		
Publication Period	:		(dd/mm/yyyy)		

Advertising Packages

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

	Member Rate (HK\$)			Non-member Rate (HK\$)		
Online Channels						
a) Banners on HKIHRM's Website						
	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
<i>Remark: 1. Banner ad will be shown in random order. To request specific location, an additional fee of 20% will be charged, and is subject to the availability of ad space.</i>						
b) Banners on HKIHRM's Daily E-newsletter						
e-News Banner	2 times / month	4 times / month	6 times / month	2 times / month	4 times / month	6 times / month
	<input type="checkbox"/> \$1,840	<input type="checkbox"/> \$3,120	<input type="checkbox"/> \$4,130	<input type="checkbox"/> \$2,630	<input type="checkbox"/> \$4,460	<input type="checkbox"/> \$5,910
<i>Remarks: 1. Exclusive on each selected HKIHRM eDM. 2. The sending date is advised by the HKIHRM. 3. Only two rounds of amendments are allowed, HK\$500 will be charged for an additional round of amendments.</i>						
c) Email Blast						
eDM Blast	1 time/ month	2 times/ month	3 times/ month	1 time/ month	2 times/ month	3 times/ month
	<input type="checkbox"/> \$6,250	<input type="checkbox"/> \$10,630	<input type="checkbox"/> \$14,060	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$13,600	<input type="checkbox"/> \$18,000
<i>Remarks: 1. Only two rounds of amendments are allowed, HK\$500 will be charged for an additional round of amendments. 2. The email subject must include the client's company name and HKIHRM reserves the right to revise it at any time.</i>						
eDM Banner	2 times / month			2 times / month		
	<input type="checkbox"/> \$1,750			<input type="checkbox"/> \$2,500		
<i>Remarks: 1. Exclusive on each selected HKIHRM eDM. 2. The sending date is advised by the HKIHRM. 3. Only two rounds of amendments are allowed, HK\$500 will be charged for an additional round of amendments.</i>						
d) Job Posting						
Job Posting	2-week		4-week		4-week	
	<input type="checkbox"/> \$300		<input type="checkbox"/> \$510		<input type="checkbox"/> \$850	
Offline Channels						
e) Direct Marketing						
Direct Mailing	1 time/month			1 time/month		
	<input type="checkbox"/> \$30,500			<input type="checkbox"/> \$35,500		
<i>Remarks: 1. Including standard envelope (11cm x 24cm) and total weight must be under 25g. 20% additional charge for special envelope (22 cm x 30 cm). Additional postage fee and insertion charge for materials over 25g. 2. Materials provided by the client.</i>						

Specifications

	Position	Size	File
a) HKIHRM's Website	Head Banner	480 x 210 px	<300KB in jpeg/gif file
	Position A – Banner	321 x 93 px	<300KB in jpeg/gif file
	Position B – Banner	224 x 91 px	<300KB in jpeg/gif file
	Position C – Banner	200 x 66 px	<36KB in jpeg/gif file
b) e-Newsletter	E-news Banner	600 x 200 px	<300KB in jpeg file
c) eDM	eDM Banner	200 x 132 px	jpeg file
	Email Blast	600 px (in width)	HTML/jpeg file
d) Job Posting	HKIHRM's Website	No Word Limitation	Word File
e) Direct Marketing	Direct Mailing	11x 24 cm (under 25g)	-

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 receiving the booking form.
- Full Payment must be settled one week before the sending date; otherwise, such order will not be implemented as scheduled and the HKIHRM will not take any responsibility and liability.
- **All artworks are to be provided by the advertiser.** 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.
- Amendment of banner ad with hyperlink after posting will be allowed **ONCE** from the advertiser. Amended advertising materials must be sent to the HKIHRM **at least 5 working days** in advance for testing. 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.

Signature: _____

Date: _____