

# ALL-IN-ONE Marketing Packages 2024

# **All-rounded Promotion to Suit Your Needs**





Branding / Speaking Opportunities at Signature Events



Tailor-made Networking Events for targeted HR Leaders



Enquiry: 2837 3822 / 2837 3829 or project@hkihrm.org

## All-in-One Marketing Packages 2024

#### Why HKIHRM?



The leading HR professional body in Hong Kong



Deliver message directly to **close to 5,000** HR leaders / practitioners



Connect with around 500 corporate members



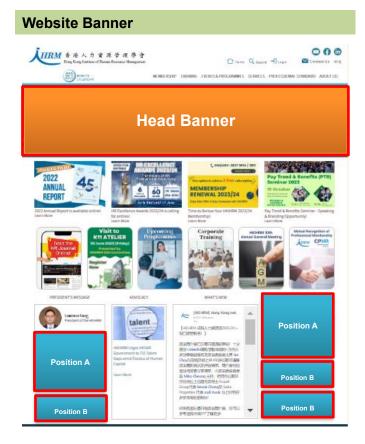
Various costeffective on/offline options



Raise brand awareness in the HR community

#### What is All-in-One Marketing Package?

The All-in-One Marketing Package typically offers several online and offline marketing channels as an integrated package. It aims to provide you with an attractive package price to advertise at various HKIHRM's platforms in one go.



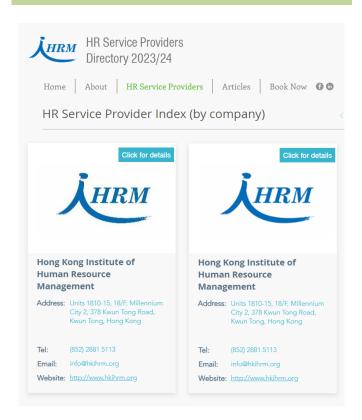
#### eDM Blast



## HR Service Providers (HRSP) Directory -**Print Full Page Advertisement**



## HR Service Providers (HRSP) Directory -**Online Company Listing**



#### Daily e-News Banner



#### **Advertising Rack at HKIHRM Training Centre**



#### Website - Job Posting

#### Job Opportunities of HKIHRM Members

- Members are welcome to post their job advertisements here. Priority is given to HR related job positions.
  Corporate members are entitled to post their job advertisements fixee of charge but the offer does not extend to their subsidiary companies. Indimembers and non-members are also welcome to post their job advertisements here at a rate of HKSS00 and HKS800 respectively for one job advertise for every two-week period.
  Interested members please reach the Member Services Team by email (membership@hkhhm.org) or phone (2837 3814 / 3811).
  Job advertisements from recruiting agencies will not be considered.

Education University of Hong Kong YMCA of Hong Kong Chinese University of Hong Kong KPMG	20/11/2023 20/11/2023 17/11/2023 17/11/2023
Chinese University of Hong Kong KPMG	17/11/2023
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KPMG	17/11/2023
KPMG	17/11/2023
KPMG	17/11/2023
Education University of Hong Kong	15/11/2023
us Corporation of Asia Pacific Limited	13/11/2023
City University of Hong Kong	10/11/2023
City University of Hong Kong	10/11/2023
City University of Hong Kong	10/11/2023
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	s Corporation of Asia Pacific Limited City University of Hong Kong

# **Booking Form**

Please **EMAIL** the completed form to <a href="mailto:project@hkihrm.org">project@hkihrm.org</a>

Tel: 2837 3822 / 2837 3829

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Company

Address	: <u> </u>						
Contact Person	:		Title	: _			
Email	:		Tel	:			
HKIHRM Membership N	lo. :			on-member			
Marketing Packages Please "√" the appropriate box to indicate your preferred package.							
	☐ Packa	☐ Package A (HK\$)		age B (HK\$)	☐ Package C (HK\$)		
	Member	Non-member	Member	Non-member	Member	Non-member	
	\$12,500	\$14,500	\$18,000	\$21,000	\$29,400	\$34,000	
A) HKIHRM's Websi	te						
Website Banner	ner Position B x 1 Month Position B x 1 Month Position A x 2						
Remarks: Banner ad will b availability of ad		m order. To request sp	ecific location, a	n additional fee of 20%	6 will be charged,	and is subject to the	
B) Online Platforms							
#eDM Blast	1	Time	2 Times		3 Times		
HRSP Company	Online Company Listing Online Company Listing On		Online Cor	Online Company Listing			
Listing		x1 x1 x1				x1	
*e-News Banner		Times		Times	6 Times		
#*1. Only two rounds of amendments are allowed, HK\$500 will be charged for an additional round of amendments.  Remarks:  *2. The email subject must include the client's company name and the HKIHRM reserves the right to revise it at any time.  *3. Exclusive on HKIHRM eNewsletter.  *4. The sending date is advised by the HKIHRM.							
C) Offline Platform			T				
Advertising Rack		X	1	Month	3 N	lonths	
Remarks: Advertiser shou	ld be responsible	for printing the promot	ion flyers and ma	ail the print copies to H	IKIHRM office 2 w	orking days before.	
Other Speaking / Networking / Branding Opportunities  Please contact us at <a href="mailto:project@hkihrm.org">project@hkihrm.org</a> for more details.							
Signature Events	<u> </u>	nd & Benefits Sellence Awards	<u>minar</u>	☐ <u>Annual Con</u>	ference & Ex	<u>nibition</u>	
Tailor-made Networking Events	<ul> <li>☐ Virtual Events (e.g. webinar)</li> <li>☐ Physical Events (e.g. seminar, breakfast meeting, luncheon, cocktail reception)</li> <li>Please refer to the rate card (here).</li> </ul>						

## **Specifications**

	Position	Size	File
a) HKIHRM's Website	Head Banner	1280 x 260 px	<300KB in JPEG/GIF (GIF looping within 4 sec)
	Position A – Banner	264 x 269 px	<300KB in JPEG/GIF (GIF looping within 4 sec)

	Position B – Banner	264 x 90 px	<300KB in JPEG/GIF
			(GIF looping within 4 sec)
b) eDM Blast	Email Blast	600 px (in width)	HTML/JPEG
c) e-Newsletter	E-news Banner	600 x 200 px	<300KB in JPEG/GIF
			(GIF looping within 4 sec)
d) Advertising Rack	-	A4	<8 pages

#### Terms and Conditions (\*updated as of January 2024)

- The HKIHRM has absolute discretion in the admission of applications from potential advertisers. The HKIHRM reserves the right in adv 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 invoice will be sent by the HKIHRM upon receiving the booking form.
- **Full payment must be made 1 week before** the launch 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/ posted to the HKIHRM at least 7 working days prior to the adv posting/ mailing. The HKIHRM is not responsible for such production and therefore fee is not included.
- Amendment / rescheduling will be allowed TWICE only for each advertisement. Advertisers should inform the HKIHRM at least 7 working days before if rescheduling is required, and it will be subjected to the availability of the promotion schedule. 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 adv materials.
- Refund will not be arranged for any cancellation of order in any circumstances. However, with valid and credible reasons, rescheduling of the advertisement within ONE month will be arranged if the order cannot be completed as initially scheduled. The HKIHRM is dedicated to offering flexibility to accommodate requests on a case-by-case basis.
- HKIHRM e-voucher cannot be used.
- HKIHRM reserves the right to make final decisions.

#### **Personal Data Collection Statement**

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

1. Clients' personal data is collected and kept for processing the HKIHRM Advertising booking purposes.

programmes, av	wards, surveys and oth	er services that it may deploy. If you do not wish to receive	such
information as s	stated, please indicate y	our objection by ticking the box.	
□ I have read,	understood and agreed	d to all the details of the above declaration.	
Signature	: [	Date :	
Name	:	Title :	
Company	:		
Company Stam	р :		