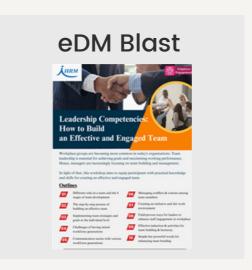
Online & Offline Advertising Platforms 2024

Promote Your Brand to Close to 5,000 HR Community!















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

Online & Offline Advertising Rate Card 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

HKIHRM's Advertising Platforms



eDM Blast



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



Daily e-News Banner

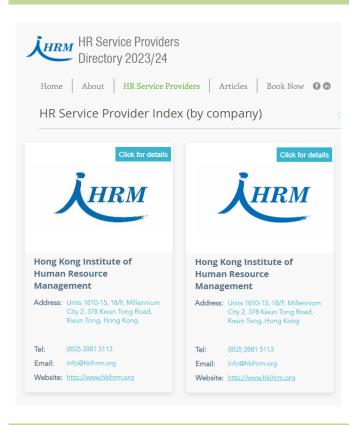


Advertising Rack at HKIHRM Training Centre



HR Service Providers (HRSP) Directory -

Online Company Listing



Website - Job Posting

Job Opportunities of HKIHRM Members

- Copposite members are enuised to jook one jook and jook of the job advertisements here at a rate of HKS500 and HKS800 respectively for every two-week period.
 Interested members please reach the Member Services Team by email (membership@hkikhrm.org) or phone (2837 3814 / 3811).
 Job advertisements from recruiting agencies will not be considered.

Position	Organisation	Date
Human Resources Manager (Ref: 2301274)	The Education University of Hong Kong	20/11/2023
Executive Assistant (Ref.: EA-202311)	YMCA of Hong Kong	20/11/2023
Full-time / Part-time Assistant Human Resources Officer (Ref. 230003DW)	The Chinese University of Hong Kong	17/11/2023
KPMG 2023-24 Off-cycle Internship Programme-Hong Kong	KPMG	17/11/2023
KPMG 2023-24 Summer Internship Programme-Hong Kong	KPMG	17/11/2023
KPMG 2023-24 Winter Internship Programme-Hong Kong	KPMG	17/11/2023
CPMG 2023-24 Graduate Programme Audit & Advisory & Tax - Hong Kong	KPMG	17/11/2023
Senior Human Resources Manager (Ref: 2301273)	The Education University of Hong Kong	15/11/2023
Senior Specialist - Organization Development & Engagement	Olympus Corporation of Asia Pacific Limited	13/11/2023
Clerical Officer I/II in the Human Resources Office [Ref. C/864/03]	City University of Hong Kong	10/11/2023
Executive Officer II in the Human Resources Office [Ref. C/852/03]	City University of Hong Kong	10/11/2023
Executive Officer I/II in the Human Resources Office [Ref. C/865/03]	City University of Hong Kong	10/11/2023
Associate Director of Human Resources in the Human Resources Office [Ref. C/866/03]	City University of Hong Kong	10/11/2023

Booking Form

Please EMAIL the completed form to project@hkihrm.org

Tel: 2837 3822 / 2837 3829

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Company	:					
Address	:					
Contact Person :		Title :				
Email	Email :		Tel :			
HKIHRM Membershi	p No. :		lon-member			
Advertising Packa Please "\sqrt{"}" the approp	ges oriate box to indicate	e your preferred packa	age.			
	Member	Rate (HK\$)	Non-member Rate (HK\$)			
Online Channels						
a) Banner on HKIHF	RM's Website					
	1 month	2 consecutive months	1 month	2 consecutive months		
Head Banner (First position)	□\$6,300	□\$11,400	□\$8,200	□\$14,800		
Head Banner	□\$5,300	□\$9,500	□\$6,900	□\$12,400		
Position A	□\$3,700	□\$7,000	□\$5,000	□\$9,100		
Position B	□\$3,400	□\$6,400	□\$4,300	□\$8,300		
Remarks: Banner adv will be shown in random order. To request specific position, an additional fee of 20% will be charged, and is subject to the availability of adv space.						
	ect to the availability of	adv space.				
and is subj			1 time	2 times		
b) Email Blast	ect to the availability of	adv space.				
b) Email Blast #eDM Blast #1. Only tw	1 time \$7,400 To rounds of amendment in all subject must include	2 times \$\times\$12,600 s are allowed, HK\$500 will	1 time □\$9,500 be charged for an additio	2 times		
b) Email Blast #eDM Blast #1. Only tw Remarks: #2. The en any tim	1 time \$7,400 To rounds of amendment in all subject must include ine.	2 times \$\times\$12,600 s are allowed, HK\$500 will	1 time □\$9,500 be charged for an additions and the HKIHRM reserved.	2 times □\$16,800 anal round of amendments.		
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b) Email Blast #eDM Blast #1. Only tw. Remarks: #2. The en any tim c) Online Advertises	1 time \$7,400 To rounds of amendment in all subject must include in a. The ment at HR Service is rate card here. RM's Daily E-news	2 times \$\sum_\$12,600 s are allowed, HK\$500 will the client's company nam Providers (HRSP) etter	1 time □\$9,500 be charged for an additione and the HKIHRM reservant	2 times □\$16,800 nal round of amendments. rves the right to revise it at		
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Offline Channels

f) Print Advertisement at HR Service Providers (HRSP) Directory

Please refer to rate card: https://www.hkihrm-hrsp.org/book-now

g) Direct Marketing				
	1 time		1 time	
Direct Mailing	□\$33,600		□\$38,900	
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 advertiser. h) Advertising Rack at HKIHRM Training Centre				
,	1 month	3 months	1 month	3 months
Advertising Rack	□\$1,680	□\$4,200	□\$2,100	□\$5,250
Remarks: Advertiser should be responsible for printing the promotion flyers and mailing the print copies to HKIHRM office 2 working days before.				

Specifications

- Opecinications				
	Position	Size	File	
	Head Banner	1280 x 260 px	<300KB in JPEG/GIF	
	Trodd Barrior		(GIF looping within 4 sec)	
a) HKIHRM's Website	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	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) Job Posting	HKIHRM's Website	No Word Limitation	PDF	
e) Direct Mailing		11x 24 cm	<2 pages	
	-	(Under 25g)	<2 pages	
f) 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

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, surveys 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.

1. Clients' personal data is collected and kept for processing the HKIHRM Advertising booking purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy)

•	01 0	ase indicate your objection by ticking the box. \Box
□ I have read,	, understood, and agreed to	o all the details of the above declaration.
Signature	: _	Date :
Name	:	Title :
Company	:	
Company Star	mp :	