



# Online & Offline Advertising Platforms 2024

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

### HKIHRM Website Banners



### eDM Blast



### HRSP Directory



### Banners on Daily e-Newsletter



### Job Posting

**Job Opportunities of HKIHRM Members**

- Members are entitled to post their job advertisements free. Priority is given to full and part-time job positions.
- Corporate members are entitled to post their job advertisements free of charge but the offer does not extend to their subsidiary companies, individual members and non-members and also welcome to post their job advertisements here at a rate of HK\$200 per HK\$1000 respectively for one job advertisement for every four weeks period.
- Interested members please reach the Member Services Team by email: [membership@hkihrm.org](mailto:membership@hkihrm.org) or phone (2837 3824 / 3822).
- Job advertisements from recruiting agencies will not be considered.

Position	Organisation	Date
Full-time / Part-time Assistant Human Resource Officer (Ref: 2300020)	The Chinese University of Hong Kong	17/11/2023
HRMS 2023-24 Off-cycle Internship Programme-Hong Kong	HRMS	17/11/2023
HRMS 2023-24 Summer Internship Programme-Hong Kong	HRMS	17/11/2023
HRMS 2023-24 Winter Internship Programme-Hong Kong	HRMS	17/11/2023
HRMS 2023-24 Graduate Programme Audit & Advisory & Tax - Hong Kong	HRMS	17/11/2023
Senior Human Resources Manager (Ref: 2302178)	The Education University of Hong Kong	09/11/2023
Senior Specialist - Organisation Development & Engagement	Hydrex Corporation of Asia Pacific Limited	09/11/2023
General Officer II in the Human Resource Office (Ref: CMB450)	City University of Hong Kong	09/11/2023
Executive Officer II in the Human Resource Office (Ref: CMB450)	City University of Hong Kong	09/11/2023
Associate Director of Human Resources in the Human Resource Office (Ref: CMB450)	City University of Hong Kong	09/11/2023

### Advertising Rack @ HKIHRM Training Centre



# BOOK NOW

Enquiry: 2837 3822 / 2837 3829 or [project@hkihrm.org](mailto: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 cost-effective on/offline options



Raise brand awareness in the HR community

## HKIHRM's Advertising Platforms

### Website Banner

The screenshot shows the HKIHRM website with several advertising opportunities. A large orange banner at the top is labeled "Head Banner". Below it are several smaller banners for reports, awards, and membership. At the bottom, there are three columns of text-based advertising spots, with red boxes highlighting "Position A" and "Position B".

### eDM Blast

The eDM blast features a header image of two men shaking hands. The main title is "Leadership Competencies: How to Build an Effective and Engaged Team". Below the title, there is a paragraph about workplace groups and team leadership. An "Outlines" section lists 10 topics:
 

- 01 Different roles in a team and the 4 stages of team development
- 02 The step-by-step process of building an effective team
- 03 Implementing team strategies and goals at the individual level
- 04 Challenges of having mixed workforce generations
- 05 Communication tactics with various workforce generations
- 06 Managing conflicts & crises among team members
- 07 Creating an inclusive and fair work environment
- 08 Field-proven ways for leaders to enhance staff engagement at workplace
- 09 Effective induction & activities for team building & harmony
- 10 Simple but powerful words for enhancing team bonding

 At the bottom, there is a box with event details:
 

- 8 June 2023 (Thu) 09:30 - 17:30
- Member: HK\$2,000; Non-member: HK\$2,300
- Language: Cantonese (with English Materials)
- Location: HKIHRM, Units 1410-15, 15/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong (15 minutes walk from Ngau Tau Kok MTR station exit A)

 The footer identifies Mr. Wilson Chu as the Principal Consultant of HMI Consulting Limited.

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



## HR Service Providers (HRSP) Directory – [Online Company Listing](#)

HR Service Providers Directory 2023/24

Home | About | [HR Service Providers](#) | Articles | Book Now

HR Service Provider Index (by company)

**Hong Kong Institute of Human Resource Management**  
Address: Units 1810-15, 18/F, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Hong Kong  
Tel: (852) 2881 5113  
Email: [info@hkihrm.org](mailto:info@hkihrm.org)  
Website: <http://www.hkihrm.org>

## Daily e-News Banner

[View this email in your browser](#)

16 October 2023



## 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 free of charge but the offer does not extend to their subsidiary companies. Individual members and non-members are also welcome to post their job advertisements here at a rate of HK\$500 and HK\$800 respectively for one job advertisement for every two-week period.
- Interested members please reach the Member Services Team by email ([membership@hkihrm.org](mailto:membership@hkihrm.org)) or phone (2887 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
KPMG 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 (II) in the Human Resources Office [Ref. C/854/03]	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 (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

## Advertising Rack at HKIHRM Training Centre



# Booking Form

Please **EMAIL** the completed form to [project@hkihrm.org](mailto:project@hkihrm.org)

Tel: 2837 3822 / 2837 3829

## Contact Information

Company	:				
Address	:				
Contact Person	:		Title	:	
Email	:		Tel	:	
HKIHRM Membership No.	:		<input type="checkbox"/> Non-member		

## Advertising Packages

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

	Member Rate (HK\$)		Non-member Rate (HK\$)	
<b>Online Channels</b>				
<b>a) Banner on HKIHRM's Website</b>				
	<b>1 month</b>	<b>2 consecutive months</b>	<b>1 month</b>	<b>2 consecutive months</b>
<b>Head Banner (First position)</b>	<input type="checkbox"/> \$6,300	<input type="checkbox"/> \$11,400	<input type="checkbox"/> \$8,200	<input type="checkbox"/> \$14,800
<b>Head Banner</b>	<input type="checkbox"/> \$5,300	<input type="checkbox"/> \$9,500	<input type="checkbox"/> \$6,900	<input type="checkbox"/> \$12,400
<b>Position A</b>	<input type="checkbox"/> \$3,700	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$9,100
<b>Position B</b>	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$6,400	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$8,300
<i>Remarks:</i>	<i>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.</i>			
<b>b) Email Blast</b>				
<b>#eDM Blast</b>	<b>1 time</b>	<b>2 times</b>	<b>1 time</b>	<b>2 times</b>
	<input type="checkbox"/> \$7,400	<input type="checkbox"/> \$12,600	<input type="checkbox"/> \$9,500	<input type="checkbox"/> \$16,800
<i>Remarks:</i>	#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 the HKIHRM reserves the right to revise it at any time.			
<b>c) Online Advertisement at <a href="#">HR Service Providers (HRSP) Directory</a></b>				
Please download the rate card <a href="#">here</a> .				
<b>d) Banner on HKIHRM's Daily E-newsletter</b>				
<b>e-News Banner</b>	<b>2 times</b>	<b>4 times</b>	<b>2 times</b>	<b>4 times</b>
	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$3,700	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$5,300
<i>Remarks:</i>	1. Exclusive on HKIHRM eNewsletter. 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.			
<b>e) <a href="#">Job Posting</a> on HKIHRM's Website</b>				
<b>Job Posting</b>	<b>2-week</b>	<b>4-week</b>	<b>2-week</b>	<b>4-week</b>
	<input type="checkbox"/> \$530	<input type="checkbox"/> \$950	<input type="checkbox"/> \$840	<input type="checkbox"/> \$1,470

## Offline Channels

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

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

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

### Specifications

	<b>Position</b>	<b>Size</b>	<b>File</b>
<b>a) HKIHRM's Website</b>	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>b) eDM</b>	Email Blast	600 px (in width)	HTML/JPEG
<b>c) e-Newsletter</b>	E-news Banner	600 x 200 px	<300KB in JPEG/GIF (GIF looping within 4 sec)
<b>d) Job Posting</b>	HKIHRM's Website	No Word Limitation	PDF
<b>e) Direct Mailing</b>	-	11x 24 cm (Under 25g)	<2 pages
<b>f) Advertising Rack</b>	-	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

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) 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.

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

Signature : \_\_\_\_\_ Date : \_\_\_\_\_  
Name : \_\_\_\_\_ Title : \_\_\_\_\_  
Company : \_\_\_\_\_

Company Stamp :