



ONLINE & OFFLINE ADVERTISING PLATFORMS

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

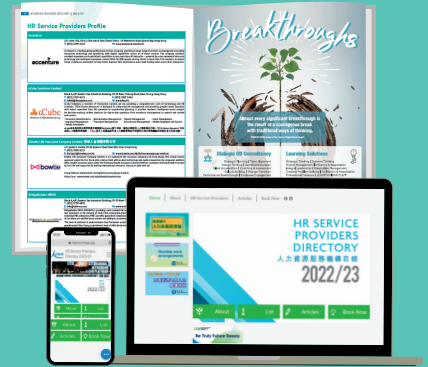
HKIHRM Website Banners



eDM Blast



HRSP Directory



Banners on Daily e-Newsletter



Job Posting



Advertising Rack @ HKIHRM Training Centre



BOOK NOW

Enquiry: 2837 3822 / 2837 3827 or project@hkihrm.org

Online & Offline Advertising Rate Card 2023

Why HKIHRM?



The leading HR professional body in Hong Kong



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



Connect with around 520 corporate members



Various cost-effective on/offline options



Raise brand awareness in the HR community

HKIHRM's Advertising Platforms

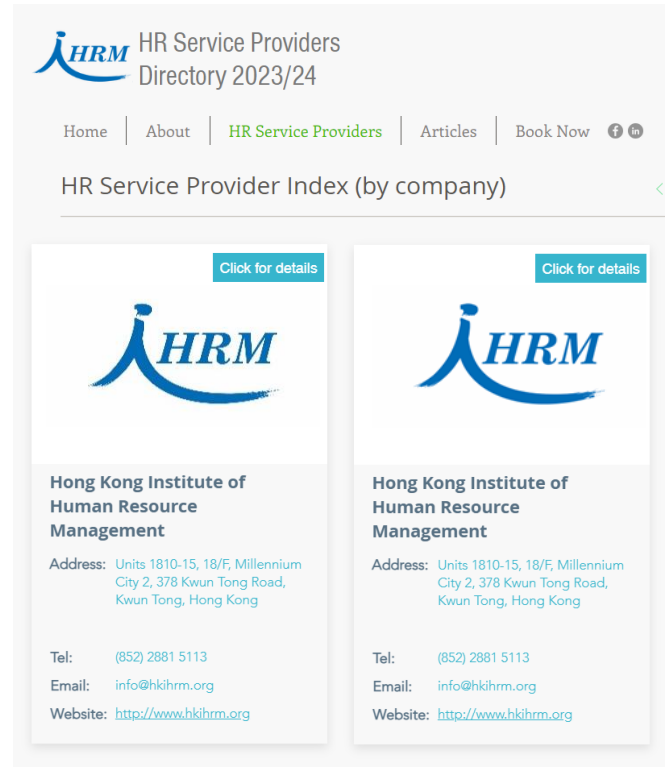
Website Banner

eDM Blast

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



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



Daily e-News Banner

[View this email in your browser](#)

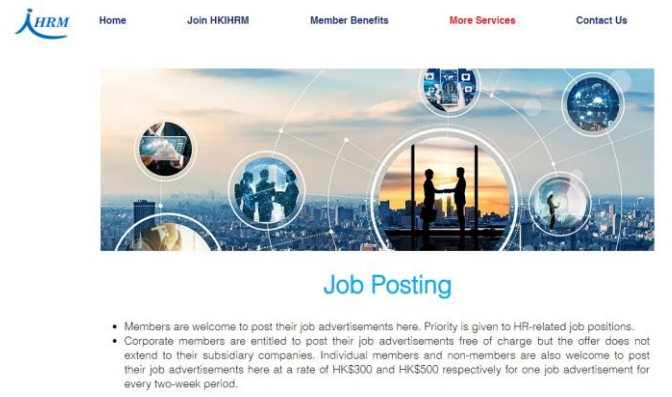
16 Feb 2023



- News Digest
- Member Updates
- Training Courses
- Job Opportunities



Website – [Job Posting](#)



Advertising Rack at HKIHRM Training Centre



Online & Offline Advertising Booking Form

Please **EMAIL** the completed form to project@hkihrm.org

Tel: 2837 3822 / 2837 3827

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\$)	
Online Channels				
a) Banner on HKIHRM’s Website				
	1 month	2 consecutive months	1 month	2 consecutive months
Head Banner (First position)	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$10,800	<input type="checkbox"/> \$7,800	<input type="checkbox"/> \$14,040
Head Banner	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$6,500	<input type="checkbox"/> \$11,800
Position A	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,650	<input type="checkbox"/> \$4,700	<input type="checkbox"/> \$8,650
Position B	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$6,080	<input type="checkbox"/> \$4,100	<input type="checkbox"/> \$7,900
<i>Remarks:</i>	<i>Banner ad 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 ad space.</i>			
b) Email Blast				
#eDM Blast	1 time	2 times	1 time	2 times
	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$9,000	<input type="checkbox"/> \$16,000
<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.			
c) Online Advertisement at HR Service Providers (HRSP) Directory				
Please refer to rate card: https://www.hkihrm-hrsp.org/book-now				
d) Banner on HKIHRM’s Daily E-newsletter				
e-News Banner	2 times	4 times	2 times	4 times
	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$5,000
<i>Remarks:</i>	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.			
e) Job Posting				
Job Posting	2-week	4-week	2-week	4-week
	<input type="checkbox"/> \$500	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,400

Offline Channels				
f) Print Advertisement at HR Service Providers (HRSP) Directory <i>HRSP 2023/24 booking is no longer available.</i>				
g) Direct Marketing				
Direct Mailing	1 time		1 time	
	☐\$32,000		☐\$37,000	
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 advertiser.				
h) Advertising Rack at HKIHRM Training Centre				
Advertising Rack	1 month	3 months	1 month	3 months
	☐\$1,600	☐\$4,000	☐\$2,000	☐\$5,000
Remarks: Advertiser should be responsible for printing the promotion flyers and mailing the print copies to HKIHRM office 2 working days before.				

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	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	Word
e) Direct Mailing	-	11x 24 cm (Under 25g)	<2 pages
f) Advertising Rack	-	A4	<8 pages

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 launch date; otherwise, such order will not be implemented as scheduled and the HKIHRM will not take any responsibility and liability.
- All advertisements must be completed **by 31 December 2023 or within 3 months** (whichever is later) upon settlement of payment.
- **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 ad posting/ mailing. The HKIHRM is not responsible for such production and therefore fee is not included.
- Amendment / rescheduling will be allowed **ONCE** 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. 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.
- HKIHRM e-voucher cannot be used.

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 :