



ALL-IN-ONE MARKETING PACKAGES

All-rounded On/Offline Promotion Channels to Suit Your Needs

**Branding /
Speaking
Opportunities**
at Flagship and
Signature Events

**Tailor Made
Networking
Events**
for targeted HR
Leaders

**On/Offline
Advertising**
at HKIHRM
platforms

Cost Effective Platforms
at HKD 12,000 up!



HKIH RM ALL-IN-ONE MARKETING PACKAGE 2023

Why HKIH RM?



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

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 HKIH RM's platforms in one go.

HKIH RM's Advertising Platforms

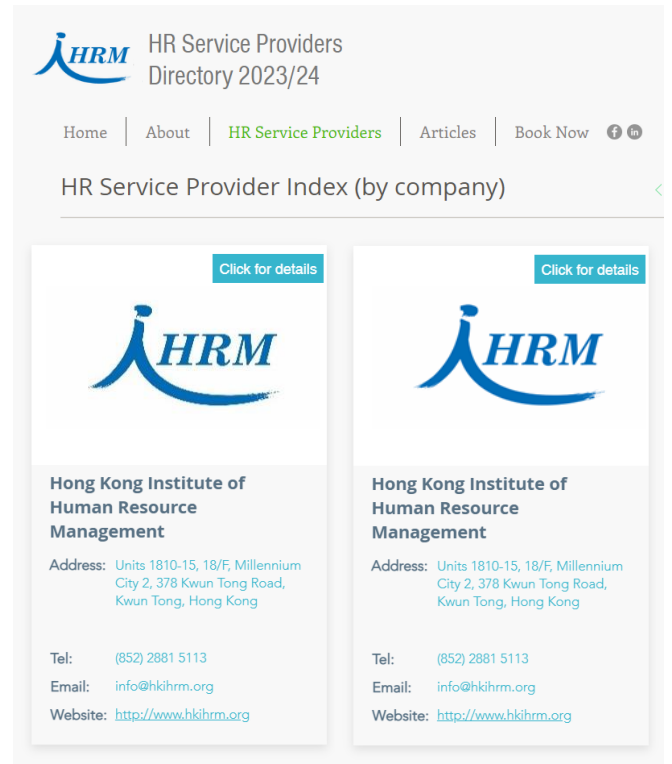
Website Banner

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

e-News Banner 1

e-News Banner 2

Website – [Job Posting](#)



Advertising Rack at HKIHRM Training Centre



HKIHRM All-in-One Marketing Package 2023 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	

Marketing Packages

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

	<input type="checkbox"/> Package A (HK\$)		<input type="checkbox"/> Package B (HK\$)		<input type="checkbox"/> Package C (HK\$)	
	Member	Non-member	Member	Non-member	Member	Non-member
	\$12,000	\$14,000	\$17,500	\$20,000	\$28,000	\$33,000
A) HKIHRM's Website						
Website Banner	Position B x 1 Month		Position B x 1 Month		Head Banner x 1 Month Position A x 1 Month	
<i>Remarks:</i>	<i>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) Online Platforms						
*eDM Blast	1 Time		2 Times		3 Times	
HRSP 2023/24 Company Listing	Online Company Listing x1		Online Company Listing x1		Online Company Listing x1	
e-News Banner	2 Times		4 Times		6 Times	
<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) Offline Platform						
Advertising Rack	X		1 Month		3 Months	
<i>Remarks:</i>	<i>Advertiser should be responsible for printing the promotion flyers and mail the print copies to HKIHRM office 2 working days before.</i>					

Other Speaking / Networking / Branding Opportunities

Please contact us at project@hkihrm.org for more details.

Signature Events	<input type="checkbox"/> Pay Trend & Benefits Seminar 2023	<input type="checkbox"/> Annual Conference & Exhibition 2023
	<input type="checkbox"/> HR Excellence Awards 2023/24	
Tailor-made Networking Events	<input type="checkbox"/> Virtual Events (e.g. webinar)	
	<input type="checkbox"/> Physical Events (e.g. seminar, luncheon, cocktail)	
Please refer to the rate card (here).		

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

- 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 to the HKIHRM **at least 7 working days** prior to the ad posting. 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 for each subsequent amendment 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 in All-in-One Marketing Package.

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 :