HRAM reserves the right to refuse sponsors and/or advertisers. By choosing to advertise to HRAM's membership, the sponsor agrees that all HRAM members shall be eligible to participate in the advertised opportunity. HRAM reserves the right to secure multiple sponsors and/or advertisers. HRAM shares information with members contingent on their choice to "opt-in" to receive emails and/or mailing. HRAM does not sell our members' email addresses. Due to limited availability, any sponsorship/advertising purchase is final, and payment received for such sponsorship is non-refundable.
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Mission
Vision
Values

HRAM serves and advances the greater Omaha HR community through professional development and networking opportunities.

Our vision is to elevate HR’s role as a valued strategic partner.

The values that guide our organization:
• Advocacy
• Affordability
• Education
• Integrity
• Relationships

Our Membership - *Building HR professionals, one member at a time.*

HRAM members are human resource professionals in the Omaha/Council Bluffs metropolitan area. Classified as a “super-mega” chapter (1,000+ members), the Human Resource Association of the Midlands (HRAM) is one of the largest affiliated chapters of the Society for Human Resource Management (SHRM), a remarkable achievement for an organization located in a metro area of its size.
Our Membership

**JOB FUNCTION**

- Administrative: 10%
- HR Generalist: 18%
- Diversity & Inclusion: 7%
- Consultant: 5%
- Compensation: 8%
- Benefits: 7%
- Other: 4%
- Legal: 4%
- HRIS: 5%
- Recruitment: 12%
- Training/Development: 7%
- Organizational Development: 9%
- Employee Relations: 9%

**GROWTH RATE 2013 – 2023**

*Graphs are based off data collected in Dec 2023.*
Our Membership

**COMPANY SIZE**

- Fewer than 100: 18%
- 100 - 499: 31%
- 500 - 999: 11%
- 1,000 - 2,499: 17%
- 2,500 - 4,999: 10%
- 5,000 - 7,999: 5%
- 8,000 - 10,499: 2%
- 10,500 - 24,999: 3%
- 25,000 and over: 3%

**BUSINESS INDUSTRY**

- Agriculture, Forestry, Fishing: 2%
- Construction & Mining: 4%
- Educational Services: 6%
- Finance: 8%
- Government: 9%
- Health: 11%
- Consultant: 2%
- Insurance: 10%
- Nonprofit: 11%
- Real Estate: 1%
- Manufacturing: 9%
- Utilities: 3%
- Transportation: 2%
- Technology: 4%
- Services: 7%
- Other: 8%
- Wholesale/Retail Trade: 1%
- Business: 4%
- Retail: 1%

*Graphs are based off data collected in Dec 2023.*
Analytics

Website

HRAM.org
- Daily visitors: 52
- Average time on site per visit: 2.19 minutes

Email

Weekly HRAM News
- Open rate: 39.2%
- Click rate: 4.4%

Custom Sponsor Email
- Open rate: 37.8%
- Click rate: 4.8%

Career Center

Job Postings
- Average HR jobs posted per year: 52
- Average job posting views: 42

Social Media

Facebook
- Followers: 629
- Likes: 586

LinkedIn
- Page Followers: 1,352
- Group members: 2,703

*Stats are based off data collected in Dec 2023
Advertising

Reach your target audience!

Over 900 HR professionals from 400 employers view our organization as one of their essential tools throughout their career. HRAM offers excellent opportunities at the best price for your business or organization to reach HR professionals.

- **Custom Email**
- **Social Media Add-On**
- **HR Job Posting**
- **Mailing Labels**

>>> Purchase all advertising in our Online Store. HRAM Staff will contact you about date availability; or you may contact us first.

Email and Social Media dates are on a first-come, first-serve basis, and payment must be received in advance. Refunds are not allowed on paid advertising, and a credit will be issued to use within the current year. By choosing to advertise to HRAM’s membership, the sponsor agrees that all HRAM members shall be eligible to participate in the advertised opportunity.

Graphics for email should not exceed 800 pixels wide and should be saved as PNG or JPG formats. The ideal size for social media graphics is 1200 pixels by 630 pixels. HRAM will create a proof for the sponsor to review before the agreed-upon sending date.
Advertising

Email

The HRAM membership stays well-informed and up-to-date with HRAM’s weekly emails. Sponsor a HRAM email and reach roughly 800 of our members who opt-in. With an average open rate of 31% and a click rate of 4%, you will capture the attention of a richly targeted market of HR professionals now!

Weekly Email – HRAM News  $300
• Delivered on a Tuesday and included as the sponsor in the HRAM Weekly Email
• Includes sponsor provided logo or graphic with a link and a 100-word description

Custom Email – HR Related  $400
Custom Email – Non-HR Related  $500
• Delivered on a Thursday with HRAM banner and sponsor content only
• Includes sponsor provided logo, two additional graphics with links, and unlimited wording

Social Media Add On – sponsor an email and add social media

One post on each HRAM Facebook and LinkedIn  $100
Two posts on each HRAM Facebook and LinkedIn  $150
• Sponsor customizes content to include one logo or graphic with a link and a 100-word description
• Posted on agreed-upon date; two posts will be a minimum of 5 days apart
Advertising

HR Job Posting

HRAM is the only local source for HR-related job postings in the Omaha metro. Over 100 HR job openings are posted online annually on HRAM.org. Job postings are viewable by Omaha’s general public and 800 HRAM members representing over 400 companies. That is exceptional visibility for any company trying to hire HR professionals!

Purchase a HR job posting on HRAM.org ($125) and include add-on!

Custom Email $400
- Distributed on a specified Friday with HRAM banner and sponsor content
- Includes one logo or graphic with a link and unlimited HR job postings and content

Social Media
One post on each HRAM Facebook and LinkedIn $100
Two posts on each HRAM Facebook and LinkedIn $150
- Sponsor customizes content to include one logo or graphic with a link and a 100-word description
- Posted on agreed-upon date; two posts will be a minimum of 5 days apart
Advertising

Mailing Labels

Speak directly to our membership! Purchase mailing labels and send your own mailing to our membership regarding your company, upcoming events or programs. Advertiser will receive a one-time use, Excel spreadsheet, with opted-in HRAM member addresses.

Non-profit organization – HR Related  $150
Non-profit organization – Non-HR Related  $200

For profit organization – HR Related  $350
For profit organization – Non-HR Related  $400

The number of mailing list addresses provided will vary depending on HRAM membership opt-ins and the willingness of members to provide their mailing addresses. Advertiser is responsible for all printing and mailing costs. Please do not use the provided list more than once.
Sponsorship

Get in front of our members!

Build name recognition and differentiate your organization from competitors. Join us at a monthly chapter program or social to meet our members and introduce your company.

- Monthly Chapter Programs
- Happy Hours/Socials
- 2023/2024 Wage/Salary & Benefits Survey
- Total Rewards Summit

Sponsorships are on a first-come, first-serve basis. The logo must be received at least six weeks in advance to guarantee inclusion in HRAM emails and website. Current sponsors have priority for sponsoring the upcoming year. Payment must be received at least two weeks before the first event. Refunds are not allowed on paid advertising, and a credit will be issued to use within the current year.

HRAM discourages speakers from “sponsoring” an HRAM event in which the speaker is presenting. Exceptions will be made only under special circumstances with board approval. HRAM reserves the right to refuse sponsors and/or advertisers. By choosing to advertise to HRAM’s membership, the sponsor agrees that all HRAM members shall be eligible to participate in the advertised opportunity. HRAM reserves the right to secure multiple sponsors and/or advertisers. HRAM shares information with members contingent on their choice to “opt-in” to receive emails and/or mailing. HRAM does not sell the email addresses of our members.
Sponsorship

Monthly Chapter Programs

HRAM hosts ten chapter programs annually. A keynote speaker will present up to a 2-hour presentation, including lunch with paid registration. Each program focuses on current topics and issues affecting human resource management. By sponsoring a chapter program, your company can achieve prominent exposure to our broad membership.

One Level  $1500

- Logo displayed on the program event web page, HRAM weekly email, program communication
- Company recognition on social media posts and community event calendars
- Verbal and logo recognition during program announcements
- 60-second company video shown at the program and posted on social media
- Company information on Sponsors & Partners page on HRAM.org (1 year)
- Logo on rotating footer on all pages at HRAM.org (60 days)
- Booth space at the program and optional raffle give-away during announcements
- Promotional materials at each table seating
- Complimentary registrations to sponsored program (2 total)
- Attendee list post-program (name and company)

*By sponsoring a Chapter Program, you are selecting one program date. HRAM reserves the right to sell up to three sponsorships for each Chapter Program.*
Sponsorship

Happy Hours/Socials

The HRAM Membership Committee hosts socials throughout the year to encourage members to grow their professional network. The HRAM committee, staff, and board attend. These socials create a relaxed atmosphere to network, meet other members, and allow new members to gain a presence in the organization. They are free to attend for HRAM members and the Omaha community.

One Level $500

- Logo displayed on session event page, HRAM Weekly Eblasts, session communication
- Company recognition on social media posts
- Introduction and recognition at social
- Speaking opportunity and marketing materials at social (3-5 mins)
- 60-second company video posted on social media pages
- Optional raffle give-away at social
- Company information on Sponsors & Partners page on HRAM.org (1 year)
- Logo on rotating footer on all pages at HRAM.org (60 days)
- Attendee list post social (name and company)

*By sponsoring a Happy Hour or Social, you are selecting one date. HRAM reserves the right to sell up to two sponsorships for each Happy Hour/Social. Social locations and details are selected by HRAM at various locations in the Omaha metro.
The biennial survey provides accurate and customized salary information for an entire spectrum of local HR jobs ranging from top executive to entry-level positions. Salary information is collected from nearly 120 participating organizations and helps members and companies formulate competitive compensation programs. The survey results are open for all to purchase. Survey participants and members receive a discount on their purchase.

Exclusive One Level  $5000

• Logo included on website pages and materials associated with survey
• Company ad included in the Salary Survey
• Inclusion on weekly membership email communication
• Inclusion on program and event announcements
• Inclusion on social media posts associated with survey
• Access to Salary Survey (available June 2023)
• Company information on Sponsors & Partners page on HRAM.org (1 year)
• Logo on rotating footer on all pages at HRAM.org (60 days)

www.HRAM.org
www.lincolnhhr.org
Sponsorship

Total Rewards Summit

HRAM is proud to present our 2nd Annual Total Rewards Summit. This comprehensive full-day event encompasses three insightful keynotes, breakout sessions, and a social hour. Delve into crucial discussions surrounding compensation and benefits to aid your strategic planning.

One Level $800

- Logo displayed on program event web page, HRAM weekly email, program communication
- Company recognition on social media posts and community event calendars
- Verbal and logo recognition during program announcements
- 60-second company video shown at the program and posted on social media
- Company information on Sponsors & Partners page on HRAM.org (1 year)
- Logo on rotating footer on all pages at HRAM.org (60 days)
- Booth space at the program and optional raffle give-away during announcements
- Promotional materials at each table seating
- Complimentary registrations to sponsored program (2 total)
- Attendee list post-program (name and company)

*HRAM reserves the right to sell up to sell multiple sponsorship for the Total Rewards Summit.*
Contact Us

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