



# 2017 Annual Prospectus

## About SHRM-Atlanta

SHRM-Atlanta, the premier HR community in Atlanta, is dedicated to growing the skills and knowledge of HR professionals, developing business acumen and leadership capacity in our members, and leading in the development of best in class workforce and workplaces in the Greater Atlanta area. Building Atlanta leaders is our business, one member at a time.

SHRM-Atlanta’s 2,300+ members include HR professionals and HR-related resource partners that represent more than 1,300 large and small organizations in the metro area, range in experience from entry to executive level, and vary in practice from specialist to generalist roles.

## To our Resource Partners:

SHRM-Atlanta values and understands the key role that our resource partners play in enabling us to host relevant and compelling programming. It is our goal to grow and strengthen these partnerships in 2017 and beyond, ensuring our members see great value in learning about the latest and most innovative HR products and services that our Resource Partners offer. We are truly grateful for your continued support – without you, all that we do would not be possible.

Everyone is a friend of SHRM-Atlanta! Allow us to strategically collaborate and create customized packages which will help your organization meet your marketing, sponsorship, and corporate social responsibility goals for 2017. Please contact **Jackie Choice**, Business Development Manager at [jchoice@shrmatlanta.org](mailto:jchoice@shrmatlanta.org) for more information.

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## SHRM-Atlanta Annual Symposium

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

**Marketed to:** SHRM-Atlanta community (6,100 professionals)

**Attendees:** 250-400

**Exposure:** up to five months pre-event and twelve months post-event

**Frequency:** Annual (Fall)

SHRM-Atlanta’s Symposium is an information packed one-day educational event held on August 22, 2017 at the Infinite Energy Center. The Symposium draws attendees from throughout the greater Atlanta area and features several different content tracks, including: HR Boot Camp, Strategic, Talent Management, and Total Rewards. HR professionals earn credits towards both HRCI and SHRM certification, as well as learn about the latest and greatest HR products and services through our resource partner exhibits. Sponsors enjoy interacting with HR professionals throughout the day, with breaks built into the schedule and incentives to visit each exhibit. Marketed to HR professionals state-wide, we anticipate 250 to 400 HR professionals will be in attendance.

### **Symposium Premier Sponsor (Exclusive)..... \$4,500**

This prestigious sponsorship provides maximum exposure, branding, and recognition. Sponsor receives six minutes of podium time during the Opening General session to introduce your company, recognition in pre-conference marketing to over 6,100 recipients, recognition within onsite materials – including printed program, signage, and more (subject to deadlines), a dedicated “sponsor content” email distributed to pre-conference registrants, recognition on conference website, plus exclusive onscreen and verbal recognition in the Opening General session. Benefits of this package include:

- Company logo and link on the SHRM-Atlanta Symposium website
- Company logo and link on Symposium dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Dedicated “sponsor content” broadcast e-mail distributed to pre-conference registrants two weeks prior to conference (deadlines and content guidelines apply)
- Six (6) minutes of podium time during Opening General session to introduce your company to all Symposium attendees
- Exclusive Signage during Opening General session (extra-large company logo)
- Recognition in PowerPoint (extra-large company logo)
- Company logo displayed on Symposium attendee bag
- Company logo displayed on Symposium notebook
- Company literature included in attendee Symposium bags (limited to one item. Subject to deadlines)
- 6’ skirted table with two (2) chairs in premium reserved location
- Two (2) staff-only registrations
- Two (2) complimentary full-Symposium registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

### **Symposium Lunch Keynote Sponsor (Exclusive) ..... \$3,000**

The Lunch Keynote sponsor receives four minutes of podium time during the lunch Keynote session to introduce your company to attendees, the opportunity to introduce the Keynote speaker, your logo featured on signage during the lunch, as well as the option to distribute company collateral on each table. Sponsor receives recognition in pre-conference marketing to over 6,100 recipients, recognition within onsite materials – including printed program, signage, and more (subject to deadlines), recognition on conference website, plus onscreen recognition during the lunch session.

- Company logo and link on the SHRM-Atlanta Symposium website
- Company logo and link on Symposium dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)

- Four (4) minutes of podium time during Lunch session to introduce your company to all Symposium attendees
- Option to distribute company collateral on each table (sponsor provides material)
- Exclusive signage during sponsored event (large company logo)
- Recognition in PowerPoint (large company logo)
- Company logo displayed on Symposium attendee bag
- Company logo displayed on Symposium notebook
- Company literature included in attendee Symposium bags (limited to one item. Subject to deadlines)
- 6' skirted table with two (2) chairs in prime location
- Two (2) staff-only registrations
- One (1) complimentary full-Symposium registration
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Symposium Track Sponsorship (Limit 4)..... \$2,500**

Track sponsors have the opportunity to gain ongoing recognition throughout the Symposium as the sponsor of a particular learning track. Sponsors receive four minutes of podium time during the first session of your chosen track to introduce your company, as well as the opportunity to introduce the speaker(s) for each session within that track. Sponsor's logo is featured on track signage, as well as the option to distribute company collateral on each table. Each sponsor receives recognition on conference website, onsite materials (including printed program guide, signage, etc.) plus onscreen recognition during the sessions. Track assignment is on a first come first served basis.

- Company logo and link on the SHRM-Atlanta Symposium website
- Company logo and link on Symposium dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Four (4) minutes of podium time at the first session of one (1) of the below tracks to introduce each of the speakers within that track
  - HR Boot Camp
  - Strategic
  - Talent Management
  - Total Rewards
- Exclusive company logo on signage for the Track (medium company logo)
- Option to distribute company collateral on each table at all track sessions (sponsor provided)
- Recognition in PowerPoint (medium company logo)
- Company logo displayed on Symposium notebook
- Company literature included in attendee Symposium bags (limited to one item. Subject to deadlines)
- 6' skirted table with two (2) chairs in premium location
- Two (2) staff-only registrations
- One (1) complimentary full-Symposium registration
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Symposium Fitness Break Sponsor (Exclusive) ..... \$2,000**

The Fitness Break Sponsor has the opportunity to lead a creative, short fitness routine to engage attendees at the opening of one session within each of the four Symposium tracks. Sponsor has the option to distribute company collateral on each table of sessions receiving the fitness break. Sponsor receives recognition on conference website, onsite materials (including printed program guide, signage, etc.) plus onscreen recognition during the session.

- Company logo and link on the SHRM-Atlanta Symposium website
- Company logo and link on Symposium dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Opportunity to open one session in each of four tracks with a two (2) minute fitness routine engage all attendees within that track
- Option to distribute company collateral on each table (sponsor provided)
- Recognition on signage and PowerPoint (small company logo)
- Company literature included in attendee Symposium bags (limited to one item. Subject to deadlines)
- 6’ skirted table with two (2) chairs in premium location
- Two (2) staff-only registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Symposium Exhibitor ..... \$1,000**

Don’t miss the opportunity to engage and promote your brand with Symposium attendees throughout the day and during scheduled breaks. Exhibitor benefits include:

- Company logo and link on the SHRM-Atlanta Symposium website
- Recognition on signage and PowerPoint (company listing)
- 6’ skirted table with two (2) chairs in the foyer area of the ballroom
- Two (2) staff-only registrations
- Opportunity to collect business cards and host a prize drawing
- Post-event attendee mailing list (excluding addresses and telephone numbers)

**Symposium A la Carte Opportunities**

Each of the non-exclusive, a-la-carte sponsorship options include the following:

- Company logo and link on the SHRM-Atlanta website
- Sponsor recognition at the event
- One (1) staff-only registration
- Post -event attendee mailing list (excluding e-mail addresses and telephone numbers)

<b>Breakfast .....</b>	<b>\$650</b>
<b>AM Refreshment Break .....</b>	<b>\$500</b>
<b>PM Refreshment Break .....</b>	<b>\$500</b>

## SHRM-Atlanta Chapter Meetings

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Attendees:** 150-250

**Exposure:** Up to four months pre-event

**Frequency:** Four meetings annually

Highlight your company’s products and services while also supporting SHRM-Atlanta’s mission. Chapter Meetings are held quarterly for all current and future members, and include dedicated time for a networking reception, seated breakfast, lunch or dinner, featured strategic presentation, and key SHRM-Atlanta updates on the direction of the chapter.

### **CM Gold Sponsor (Exclusive) ..... \$2,500**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on Chapter Meeting dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Five (5) minutes of podium time to introduce your company to all attendees and introduce the speaker
- Up to four (4) SHRM-Atlanta provided signage recognitions at the event (large logo)
- Recognition in PowerPoint (Large company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table in reception area to distribute company literature
- Two (2) complimentary registrations
- Two (2) exhibitor access passes to operate display table
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

### **CM Silver Sponsor (Limit 3)..... \$1,500**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on Chapter Meeting dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Verbal recognition from SHRM-Atlanta
- Up to two (2) SHRM-Atlanta provided signage recognitions at the event (company logo)
- Recognition in PowerPoint (medium company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table in reception area to distribute company literature
- Two (2) exhibitor access passes to operate display table
- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

### **CM Host Sponsorships**

Venue and/or Food & Beverage sponsorship packages are available. If your venue and/or food and beverage services are able to support the number of attendees for this event, please contact Jackie Choice, [jchoice@shrmatlanta.org](mailto:jchoice@shrmatlanta.org), for additional information.

## SHRM-Atlanta Power Breakfasts

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Attendees:** 150-200

**Exposure:** Up to three months pre-event

**Frequency:** Three annually

Get your company in front of senior level HR executives. SHRM-Atlanta’s Power Breakfasts provide unique opportunities for senior HR professionals to network, collaborate, and gain powerful knowledge earning strategic continuing education credits over breakfast. Each Power Breakfast consists of a C-Suite executive-level panel or executive-level HR presenter, and attracts a mid-level to senior HR professional audience.

**PB Gold Sponsor (Exclusive) ..... \$2,500**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on Power Breakfast dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Five (5) minutes of podium time to introduce your company to all attendees and introduce the panel topic and moderator
- Up to four (4) SHRM-Atlanta provided signage recognitions at the event (large logo)
- Recognition in PowerPoint (Large company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table to distribute company literature
- Two (2) complimentary registrations
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

**PB Silver Sponsor (Limit 3) ..... \$1,500**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on Power Breakfast dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Verbal recognition from SHRM-Atlanta
- Up to two (2) SHRM-Atlanta provided signage recognitions at the event (company logo)
- Recognition in PowerPoint (medium company logo)
- Opportunity to distribute literature or logo item to each attendee
- Skirted display table to distribute company literature
- Two (2) exhibitor access passes to operate display table
- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

**PB Host Sponsorships**

Venue and/or Food & Beverage sponsorship packages are available. If your venue and/or food and beverage services are able to support the number of attendees for this event, please contact Jackie Choice, [jchoice@shrmatlanta.org](mailto:jchoice@shrmatlanta.org), for additional information.

## SHRM-Atlanta Regional Development Community (RDC) Meetings

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Attendees:** 30-60

**Exposure:** Up to three months pre-event

**Frequency:** Ten meetings annually, 4 locations

Gain regional exposure for your products and services at SHRM-Atlanta’s Regional Development Communities. RDC meetings include dedicated time for networking, a featured speaker, and interactive learning in a more intimate setting over lunch or dinner. RDCs are held in four locations around Metro-Atlanta – including Cobb, Perimeter/N. Fulton, Gwinnett, and Midtown/Buckhead – and provide convenient options for members and future members that live or work in these areas.

### **Community Sponsors (Limit 2) ..... \$350**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on promotional emails the SHRM-Atlanta community (over 6,100 recipients) as well as geography-focused marketing efforts
- Three (3) minutes for company representative to address the audience and introduce the speaker
- Up to two (2) SHRM-Atlanta provided signage recognitions at the event (company logo)
- Opportunity to distribute literature or logo item to each attendee
- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

### **Community Host Sponsorships**

Venue and/or Food & Beverage sponsorship packages are available. If your venue and/or food and beverage services are able to support the number of attendees for this event, please contact Jackie Choice, [jchoice@shrmatlanta.org](mailto:jchoice@shrmatlanta.org), for additional information.

## SHRM-Atlanta HR Young Professionals Community Forums

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Attendees:** 35-65

**Exposure:** Up to three months pre-event

**Frequency:** Up to four meetings annually

SHRM-Atlanta HR Young Professionals Community Forums are an ideal audience for organizations who are looking to engage with young professionals who are the next generation of HR professionals in and around Atlanta. Forums are specifically designed to support our 35 and under members and future members as they network with peers, gain relevant and timely information about the HR profession, discuss and plan for continuing education opportunities, and get connected with SHRM-Atlanta leaders.

### **YP Sponsor (Limit 2) ..... \$350**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on promotional emails to the SHRM-Atlanta community (over 6,100 recipients) as well as specifically to our Young Professionals Community
- Three (3) minutes for company representative to address the audience and introduce the speaker(s)
- Up to two (2) SHRM-Atlanta provided signage recognitions at the event (company logo)
- Opportunity to distribute literature or logo item to each attendee

- One (1) complimentary registration
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

**YP Host Sponsorships**

Venue and/or Food & Beverage sponsorship packages are available. If your venue and/or food and beverage services are able to support the number of attendees for this event, please contact Jackie Choice, [jchoice@shrmatlanta.org](mailto:jchoice@shrmatlanta.org), for additional information.

## SHRM-Atlanta Certification Exam Review Course

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Attendees:** 30-40

**Exposure:** Four or more months prior to event; During duration of event (12 weeks)

**Frequency:** Twice Annually

Gain brand recognition as the SHRM-Atlanta Certification Exam Review Course Sponsor through traditional sponsorship and/or location hosting. The review course class meets once weekly during each twelve-week course (spring and fall courses). SHRM-Atlanta Certification Review Course Sponsors may choose to sponsor a course at a location chosen by SHRM-Atlanta or, if your business has classroom space, may choose to host the course in your facility.

**Review Course Sponsor (Exclusive)..... \$2,000 each course**

- Company logo and link on the SHRM-Atlanta Certification Review Course website
- Company logo and link on SHRM Certification Exam Review Course dedicated promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Sponsor recognition with company logo on all marketing materials (including Power Point recognition) related to the course included during other SHRM-Atlanta events
- Five (5) minutes to introduce your company to all attendees and introduce the review course instructor at the first session.
- Opportunity to distribute literature or logo item to each attendee
- Opportunity to collect business cards and host a prize drawing at the event
- Post-event attendee mailing list (excluding e-mail address and telephone numbers)

## SHRM-Atlanta Webinars

**Engagement Type(s):** Direct Audience Engagement, Speaking Opportunity, Content Delivery, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Attendees:** 40-80

**Frequency:** Two Webinars/month on Thursdays from 12:00 PM to 1:00 PM EST

Demonstrate your company’s expertise and thought leadership to the SHRM-Atlanta community. If you have educational content relevant to HR professionals, SHRM-Atlanta hosted webinars are an ideal way to establish your credibility and gain visibility. Webinar series of 2 or more sessions are highly encouraged. Sponsor provides speaker, topic & content (to be approved by volunteer review team; may not include a sales pitch) for one-hour presentations using SHRM-Atlanta’s online technology that links attendees with both audio and visual by phone and Internet. SHRM-Atlanta promotes the webinar – or webinar series – submits for CEU credits from SHRM and HRCI on your behalf, and manages registration, evaluations and communication with the attendees. During the presentation, attendees have the ability to submit questions to the speaker online.

Webinars are complimentary to SHRM-Atlanta members and available to non-members for a nominal fee. Attendance ranges from 40 – 80 attendees, depending on the topic.

### **Sponsorship includes (Exclusive; Limit 2 webinars per month):**

- Company logo and link on the SHRM-Atlanta website for that event
- Company logo and link on promotional emails to the SHRM-Atlanta community (over 6,100 recipients)
- Sponsor provided speaker and content (subject to approval by volunteer review team; may not include a sales pitch)
- Sponsor provided PowerPoint for presentation and direct distribution for attendees
- Sponsor has the option to archive and post webinar on SHRM-Atlanta’s website for access by members only
- SHRM-Atlanta provides promotion, registration and coordination of the webinar
- Sponsor receives post-event attendee mailing list (excluding e-mail address and telephone numbers)

### **Webinar Sponsorship Packages**

- (4) Webinar Series: \$2,100 (\$525 each)
- (3) Webinar Series: \$1,650 (\$550 each)
- (2) Webinar Series: \$1,150 (\$575 each)
- (1) Webinar Series: \$ 600 each

## SHRM-Atlanta Dedicated “Sponsor Content” E-Mail Blast

**Engagement Type(s):** Email Advertisement, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Frequency:** On demand, one per week (first come first serve basis)

Promote your product or service in an exclusive dedicated email to SHRM-Atlanta members-only (~2,300 members) or the SHRM-Atlanta community (over 6,100 recipients, including members). Share your event, product or service to either audience by sponsoring a dedicated “sponsor content” message. SHRM-Atlanta will send a single HTML email on behalf of your organization. Only one email may be sent per topic and/or event and only one topic or event per email. Email content may be up to 200 words and include a graphic with link.

### **Investment (Exclusive):**

- (1) Sponsor Content Email Blast (Full List): \$1,500
- (1) Sponsor Content Email Blast (Members-only): \$1,200

## SHRM-Atlanta Weekly eCommunication Sponsor Ad

**Engagement Type(s):** Email Advertisement, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Frequency:** Weekly (exclusive)

Promote your brand with an exclusive eCommunication Sponsor Advertisement. Create an eye-catching company advertisement with either (a) a 100-word description of your company, product, or services and a graphic with link **OR** (b) a banner image with hyperlink (specifications to be provided). Advertisements will be placed at the top of our weekly eCommunication in the “eCommunication Sponsor” section. Meeting/event announcements are not eligible (see Announcement, below). There is a limit of one notification featured per issue.

**Investment (Exclusive):**

- (1) eCommunication Sponsor Advertisement: \$500 per eCommunication
- (2) eCommunication Sponsor Advertisement: \$950

## SHRM-Atlanta Monthly eHuman Resource Newsletter Sponsor Ad

**Engagement Type(s):** Email Advertisement, Multi-faceted Brand/Logo Recognition

**Marketed to:** SHRM-Atlanta Members-only (~2,300 recipients)

**Frequency:** Monthly (limit 2 sponsor ads per issue)

Gain brand recognition by including your ad in SHRM-Atlanta’s monthly information newsletter. SHRM-Atlanta’s members-only eHuman Resource Newsletter provides timely and relevant legislative and legal updates, members-only editorial content, and other important news specifically targeted to our members. Your ad can be designed as a banner image with hyperlink (specifications to be provided) **OR** can be a logo and link. No text unless embedded into graphic image.

**Investment:**

- (1) Advertisement \$400 per issue

## SHRM-Atlanta Weekly eCommunication Meeting Announcement

**Engagement Type(s):** Email Advertisement, Multi-faceted Brand/Logo Recognition

**Marketed to:** the SHRM-Atlanta community (over 6,100 recipients)

**Frequency:** Weekly (limit 4 per eCommunication)

Include your meeting or event announcement in the “Events of Note” section of SHRM-Atlanta’s weekly eCommunication. You may include a 50-word description of the event (subject to approval), link to the sponsor’s website, and small logo. Announcements will be accepted if the advertised event is related to the purposes of SHRM-Atlanta, does not directly conflict or compete with a SHRM-Atlanta event, and is approved by the SHRM-Atlanta eCommunication editor.

**Investment:**

- (1) Announcement: \$250
- Additional placements (same announcement): \$200 each

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## SHRM-Atlanta Website Banner Advertising

**Engagement Type(s):** Website Advertisement, Multi-faceted Brand/Logo Recognition

**Marketed to:** General Public (~1,100 logged clicks per month – not including guests or anyone outside of US)

**Frequency:** Varies based on package

Show your support and gain visibility for your brand by placing your ad directly on the SHRM-Atlanta website's home page. Your ad will be placed within our rotating marketing banner adjacent to our "Latest News" and "Calendar" for maximum exposure. Banner should be specs a .jpg image-ready file and 300 X 250 pixels. No Flash allowed.

**Investment:**

- (12) months \$ 3,000
- (6) months \$ 1,650
- (3) months \$ 850
- (1) month \$ 300

## SHRM-Atlanta Online HR Service Directory

**Engagement Type(s):** Website Advertisement, Directory Listing, Multi-faceted Brand/Logo Recognition

**Audience:** SHRM-Atlanta Members-only (~2,300 recipients)

**Frequency:** Varies based on package

Make sure your company and products are top of mind for SHRM-Atlanta members. List your company in our online service directory so that our members can easily search and find your products and/or services. Your listing may be included in up to three (3) categories and your listing includes company information, contact information, social media links and logo.

**Investment:**

- (12) months \$300
- (6) months \$180

## SHRM-Atlanta Mailing List Rental

**Engagement Type(s):** Direct Mail Advertisement, Multi-faceted Brand/Logo Recognition

**Audience:** SHRM-Atlanta Members-only (~2,300 recipients)

**Frequency:** as needed

Target your marketing efforts and get noticed by sending your promotional piece through traditional mail. Rent the SHRM-Atlanta member mailing list (one time use only) to further support your SHRM-Atlanta sponsorships, webinar series, or exhibit booth, or for your traditional marketing needs. A sample of the materials must be submitted for approval with your order. Note: emails and phone numbers are not included and cannot be released.

**Investment:**

- (1)-time use: \$600