



Advertise with SHRM-Atlanta

Meeting your connected target audience.

SHRM-Atlanta has a marketing reach of 6,700+ HR professionals in Greater Atlanta with 2,000+ active members. If you are looking to reach HR Practitioners, Decision Makers and HR Influencers, SHRM-Atlanta is an incredible resource for your organization.



Our Audience by the Numbers

COMMUNITY

- SHRM-Atlanta Marketing Audience: 6,700+
- Active Members: 2,000

SOCIAL MEDIA

- LinkedIn Group Followers: 10,600+
- Twitter Followers: 4,700+
- Facebook Followers: 2,100+

WEBSITE & EMAIL

- Monthly Website Homepage Clicks: ~1,100/month
- Average Sponsored Email Click Rates and Open Rates: Open – 20.6%
- Click – 4.29%

Sponsored Content eBlast

Share your upcoming event, product or service with the SHRM-Atlanta audience by sponsoring a dedicated “sponsored content” message. SHRM-Atlanta will send a single email on behalf of your organization.

The Specifics: 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. The graphic must be no larger than 800 x 900 pixels. No HTML coding is permitted.

Investment

- Sponsored Content eBlast (\$2,000)
- Sponsored Content eBlast (Non-Member) (\$2,250)
- Sponsored Content Members Only eBlast (\$1,500)
- Sponsored Content Members Only eBlast (Non-Member) (\$1,500)

Calendar-at-a-Glance Announcement

Our Calendar-at-a-Glance newsletter reaches 6,700+ HR professionals here in Greater Atlanta. This email is seen as an added resource to our audience which keeps the HR community abreast of upcoming events and opportunities.

The Specifics: You may include a 100-word description of the event, link to the appropriate website, and a small logo or image (not to exceed 800 x 900 pixels). Announcements are mentioned as “Partner Events” and are placed at the bottom of the email. Announcements will be accepted if the advertised event is related to the mission of SHRM-Atlanta, does not directly conflict or compete with a SHRM-Atlanta event, and is approved by the SHRM-Atlanta Marketing Director.

Investment

- One (1) Announcement (\$300)
- One (1) Announcement (Non-Member) (\$400)

eHuman Resources Sponsor Ad

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 updates specifically targeted to our HR practitioner members.

The Specifics: Your ad can be designed as a banner image with hyperlink and must be no larger than 800 x 900 pixels OR a logo with hyperlink. Events cannot be advertised through eHuman Resources Ads. No text is permitted unless embedded into graphic image,

Investment

- One (1) eHuman Resources Ad (\$400)
- One (1) eHuman Resources Ad (Non-Member) (\$500)

SHRM-Atlanta Website Banner Ad

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.

The Specifics: Banner should be a .png image-ready file and 980 px (W) x 125 px (H). No Flash allowed and file size should remain under 1MB.

Investment

- One Year Rotation (\$3,000)
- One Year Rotation (Non-Member) (\$3,250)
- One Month Rotation (\$350)
- One Month Rotation (Non-Member) (\$600)

SHRM-Atlanta Social Media Mention

Take advantage of our large social media following to promote your product, service or upcoming event. With SHRM-Atlanta Social Media Mentions, you will see your brand front and center in a dedicated post specific to your offerings.

The Specifics: One mention will be made on the platform of your choice (Facebook, Twitter, LinkedIn or Instagram). This can include a photo, verbiage or a combination of both. Post engagement is not guaranteed.

Investment

- One (1) Social Media Mention (\$250)
- One (1) Social Media Mention (Non-Member) (\$400)

HR Service Directory Listing

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.

The Specifics: Your listing may be included in up to three (3) categories and your listing may include company information, contact information, social media links and logo.

Investment

- One (1) Year Directory Listing (\$300)
- One (1) Year Directory Listing (Non-Member) (\$550)

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- * **Mailing List Rentals are available upon request.** A sample of the materials must be submitted for approval with your order. Emails and phone numbers are not included and cannot be released. Upon approval of your content, you will be required to sign a one-time use contract. Mailing List Rentals may not be used as a part of a campaign unless approved by SHRM-Atlanta. Mailing List may be rented for \$750 for members and non-members. SHRM-Atlanta is not responsible for print or distribution of mailing.

SHRM-Atlanta Webinar Hosting Opportunities

Demonstrate your company's expertise and thought leadership to the SHRM-Atlanta community by hosting a webinar! If you have educational content relevant to HR professionals, SHRM-Atlanta hosted webinars are an ideal way to establish your credibility and gain visibility. Sponsors provides speaker(s), topic & content (to be approved by volunteer review team and may not include a sales pitch) for one-hour presentations using SHRM-Atlanta's online technology that links attendees with both audio and visual via GoToWebinar.

SHRM-Atlanta promotes the webinar (or webinar series) submits for CEU credits from both 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.

The Specifics: Attendance ranges from 40 – 100 attendees, depending on the topic. Webinars must be held on a weekday during the lunch hour (12:00 PM – 1:00 PM). Attendance is not guaranteed and is greatly dependent upon topic and speaker. Webinar series of 2 or more sessions are highly encouraged.

Webinar Hosting includes

- Company logo and link on the webinar registration site
- Company logo and link on all webinar dedicated promotional emails
- Sponsor provided speaker and content (subject to approval and may not include a sales pitch)
- Sponsor provided PowerPoint for presentation and direct distribution for attendees (optional)
- SHRM-Atlanta provides promotion, registration and coordination of the webinar
- Sponsor receives post-event attendee mailing list

Investment

- Four (4) Series Webinar (\$2,300)
- Four (4) Series Webinar (Non-Member) (\$2,550)
- Two (2) Series Webinar (\$1,100)
- Two (2) Series Webinar (Non-Member) (\$1,350)
- Single Webinar (\$600)
- Single Webinar (Non-Member) (\$850)

