

ADVERTISE WITH SHRM-ATLANTA

Connected with
your target audience.

SHRM-Atlanta has a marketing reach of over 19,000 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 the best start.



Audience Numbers.

19K+

ACROSS
SOCIAL MEDIA
AND EMAIL
MARKETING

COMMUNITY

- SHRM-Atlanta Marketing Audience: 19,250
- Active Members: 2,000

SOCIAL MEDIA

- LinkedIn Followers: 2,700+
- Twitter Followers: 4,800+
- Facebook Followers: 2,700+
- Instagram Followers: 900+

WEBSITE & EMAIL

- Monthly Website Homepage Clicks: ~1,100/month
- Average Sponsored Email Click Rates and Open Rates: Open – 24.9%
- Click – 4.8%

GROWTH

Since 2016, SHRM-Atlanta has seen an average increase of 12.89% increase in overall viewership.

SHRM-Atlanta's Instagram and Facebook accounts have an average Engagement Rate of 2.4% with is over two times the industry Engagement Rate standard of 1%+.

ADVERTISING OPPORTUNITIES

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 1200px width x 500px height. 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 1200px width x 500px height). 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)

E-HUMAN RESOURCES 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 1200px width x 500px height 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)

ADVERTISING OPPORTUNITIES

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 (1) Year Rotation (\$3,000)
- One (1) Year Rotation (Non-Member) (\$3,250)
- One (1) Month Rotation (\$350)
- One (1) Month Rotation (Non-Member) (\$600)

SHRM-ATLANTA CONNECT ADS

In 2019, SHRM-Atlanta announced an online community forum: SHRM-Atlanta Connect. Connect is a resource for our members and community to share best practices, ask challenging questions and gain industry insights.

Be a part of the conversation by promoting events and services within the SHRM-Atlanta Connect Platform. Have a specific niche industry? Sponsor a community to be seen as a thought leader within your company's vertical.

The Specifics: TBD

INVESTMENT

- One (1) Year Banner Ad (\$3,000)
- Six (6) Month Banner Ad (\$1,750)
- Event Banner Ad (Up to 1 Month) (\$650)
- One (1) Community Sponsorship (\$2,500)

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)