



METRO MILWAUKEE SHRM ADVERTISING OPPORTUNITIES

Metro Milwaukee SHRM offers sponsorship and advertising opportunities for companies interested in reaching HR professionals with their marketing message. Below, you will find information about the various program/event sponsorships and advertising opportunities that we are pleased to offer.

If you prefer a more comprehensive approach to your marketing effort, we recommend that you consider an Annual Sponsorship package. Benefits of the Annual Sponsorship packages are detailed in a separate document.

At Metro Milwaukee SHRM, we have sponsorship and advertising packages that will meet your goals, meet your budget, and exceed your expectations!

E-Newsletter Advertising

Our e-newsletter is distributed to our members and a list of HR professionals from the area and reaches a total distribution of more than 4,000 people! In addition, past issues are archived on our Website so ads have long-lasting value.

Half-Page Advertisement = \$250.00.

The ad must be a maximum of a half-page (horizontal or vertical) and may be provided in .gif, .jpg, or .pdf format. Ads may be full color. The ad will be linked to your website if a URL is provided.

Membership Mailing Lists

We make mailing labels available for companies wishing to send direct-mail correspondence and advertising to our members. This is the premier mailing list for HR professionals in the Milwaukee area, featuring 700+ names of highly-targeted prospects. A signed agreement outlining permitted use of the membership information is required. Labels are for not to be copied for reuse.

One Set of Mailing Labels = \$350.00

Additional Sets of Labels Purchased During the Same Calendar Year = \$250.00

Please provide a minimum of two weeks advance notice to prepare and mail your labels.

E-Blast Sponsorship

Members receive regular e-mail communication from Metro Milwaukee SHRM, with information about programs, events, important information, and breaking news. E-Blasts are not newsletters, as they are more focused and time-sensitive and are purposefully brief. E-Blasts are sent to a distribution list of more than 4,000.

One E-Blast Advertisement - \$200.00

Additional E-Blast Advertisement Purchased During the Same Calendar Year - \$100.00

Dimensions are 720 pixels wide by 90 pixels high. Must be in .jpg or .gif format and cannot exceed 50kb in size. Ads may be full color. The ad will be linked to your website if a URL is provided.

Monthly SIG/Educational Program Listing

Each month, the Special Interest Groups (SIG) of Metro Milwaukee SHRM host programs for members with a particular interest in a specialty area within HR. Notices of the upcoming SIG meetings are communicated by way of an e-blast that goes to all 700+ members at the beginning of each month.

We offer a maximum of three program listings to outside organizations (those not-affiliated with Metro Milwaukee SHRM) wishing to promote their program with a one-line program description, the date, time, and location of the program, and a link to the organization's website for additional information and registration. Listings are for one-day educational events only and must be provided to the Metro Milwaukee SHRM office no later than the end of the month prior to the month of the program.

E-Blast Program Notification: \$50.00

Please contact the MM SHRM Office to start marketing to our Members today!

Metro Milwaukee SHRM
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