



## **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 550+ 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.

## **Website Link**

The Metro Milwaukee SHRM website is the go-to resource for members looking for information about services, educational programs, and events. As such, it is a high-visibility location for organizations wishing to reach the HR professional. Advertising on our website is currently limited to our Corporate Sponsors, but we do offer a few opportunities for organizations wishing to have a sponsored link from the Resources page of the website.

Because our purpose is to provide a resource to Metro Milwaukee SHRM members and website visitors, links are generally limited to fewer than a dozen. For organizations seeking to be linked from the MM SHRM site, there is a small processing fee and all links are subject to review and approval. Generally, approval is granted for those organizations having a high degree of informational value to HR professionals (versus links to vendor websites, which are better suited for newsletter advertising, or annual/event sponsorship).

Sponsored links are provided for a twelve-month period and may be renewed thereafter. The modest fee associated with placing a link is used to offset time/expenses related to linking the sponsored link.

*Initial/Annual Fee: \$60.00*

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

Metro Milwaukee SHRM  
P.O. Box 833  
Germantown, WI 53022-0833  
Toll Free: 888-782-6815  
Fax: 888-287-4116  
[www.mmshrm.org](http://www.mmshrm.org)



## Metro Milwaukee SHRM | Advertising Sponsorship Form

Metro Milwaukee SHRM is pleased to offer **Advertising Sponsorships**. Use this form to participate in this opportunity. *A separate Corporate Sponsorship Program is available to secure year-long sponsorship opportunities.*

**Submit completed form, payment and artwork (when applicable) to:**

MM SHRM	Phone: (888) 782-6815
P.O. Box 833	Fax: (262) 287-4116
Germantown, WI 53022	E-Mail: office@mmshrm.org

**Please provide the following information:**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Check Here	Price	Type of Sponsorship
<input type="checkbox"/>	\$250.00	E-Newsletter Advertising
<input type="checkbox"/>	\$350.00	Membership Mailing Lists
<input type="checkbox"/>	\$250.00	One Set of Mailing Labels
		Additional Sets of Labels Purchased During the Same Calendar Year
<input type="checkbox"/>	\$200.00	E-Blast Sponsorship
<input type="checkbox"/>	\$100.00	One E-Blast Advertisement
		Additional E-Blast Advertisement Purchased During the Same Calendar Year
<input type="checkbox"/>	\$60.00	Website Link
<b>TOTAL</b>	<b>\$</b>	

- |   |   |                                       |
|---|---|---------------------------------------|
| <input type="checkbox"/> Check enclosed payable to Metro Milwaukee SHRM | <input type="checkbox"/> Invoice me (payment due before advertising is placed). | <input type="checkbox"/> Credit Card. |
|---|---|---------------------------------------|

Name on Card (Print): \_\_\_\_\_

Card #: \_\_\_\_\_

CSC#: \_\_\_\_\_ EXP Date: \_\_\_\_\_

Signature: \_\_\_\_\_