Sponsorship - Ad Information
Program Book Advertisement Opportunities
MVSHRM Annual Awards Program
Tuesday, October 19, 2021

Delta Hotel by Marriott – 200 Genesee St., Utica, NY 13502

Place an ad or congratulatory message in MVSHRM's Awards program book! Limited space is available.

Your Contact Information			
Contact Name:	**Company:**		
Address:	**City:**	**State:**	**Zip:**
Telephone:	**E-Mail:**		**Mobile Phone:**

Deadline for "camera ready" advertisement – Wednesday, October 6, 2021
Please e-mail file in .jpg, .png, .gif, (if .pdf must be sized accordingly) to info@mvshrm.org

Program Booklet Ad Size and Rates:

Check Box for each choice you will be purchasing	Size	Dimensions	Price
☐	Full Page	approx. 8.5"L x 5.5"W	$250
☐	Half-Page	approx. 4.25"L x 5.5"W	$125
☐	Congratulatory Message	Limited to 60 Characters / line	$25 / line

Congratulatory Message – limited to 1 line – up to 60 characters – one letter per box

MVSHRM Award for HR Excellence
Elizabeth "Beth" Bowers - Volunteer of the Year
Jiancai Zhu - Student Scholarship

The program brochure will be distributed at the October Awards. Placing a sponsorship ad is a terrific chance to show support for Human Resource professionals throughout the area, including your own staff, and also a great way to advertise your organization with other local businesses.

Frequently Asked Questions

What is the deadline for submitting an ad?
The deadline to submit an ad is Wednesday, October 6, 2021 (deadline extensions may or may not be allowed, if you need an extension inquire ASAP at info@mvshrm.org).

Should my ad be in black and white or color?
Either format is acceptable. There is no additional cost for a color ad.

Should I send the ad electronically or as a hard copy?
Only Electronically submitted Ads, e-mailed to info@mvshrm.org, will be accepted.

Do I have to send the ad and payment together?
You can purchase ad space online at: https://mvshrm.starchapter.com/catalog.php?cat=1, you will have your choice to pay online with a credit card, or Bypass Payment and mail a check to MVSHRM, PO Box 428, New Hartford, NY 13413. Choices of Ads to purchase include: Full Page Ad - $250; Half-Page Ad - $125; Individual Congratulatory Message - $25 (not for businesses and is limited to 60 spaces).

Wording for your Ad and LOGO, if applicable, needs to be submitted by e-mail to: info@mvshrm.org.

(Note: Payment preferred at the time ad is submitted but may be paid by check).

Is there any particular format for electronic ads?
Preferred formats include: .jpg, .png, .gif or (.pdf, but this must be exact sized in accordance to the dimensions allowed for either a half-page (4.25" L x 5.5" W) or full-page (8.5" L x 5.5" W). If you have other formats, please inquire at info@mvshrm.org if they will be acceptable.

How is it decided where ads are placed?
Ads submitted by the deadline, October 6, 2021 will be placed in the booklet on a first come, first serve basis. Ads received after October 6, 2021 will not be used (see answer #1 if an extension is required).

What if I have questions?
If you have any questions regarding your Sponsorship Ad, please e-mail info@mvshrm.org

BOND
Premium Sponsor