



**MVSHRM**  
Mohawk Valley Society for  
Human Resource Management  
mvshrm.org



**Sponsorship - Ad Information**  
**Program Book Advertisement Opportunities**  
**MVSHRM Annual Awards Program**  
**Tuesday, October 15, 2019 at 8:00 am**

*Twin Ponds Golf & Country Club – 169 Main Street – New York Mills, NY 13417*

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

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

**Deadline for camera ready advertisement – Friday, September 27, 2019**  
**Please e-mail file in .jpg, .png, .gif, .pdf to [info@mvshrm.org](mailto:info@mvshrm.org)**

**Program Booklet Ad Size and Rates:**

Check Box for each choice you will be purchasing	Size	Dimensions	Price
<input type="checkbox"/>	Full Page	approx. 8.5" x 5.5"	\$200
<input type="checkbox"/>	Half-Page	approx. 4.25" x 5.5"	\$100
<input type="checkbox"/>	Congratulatory Message	Limited to 60 Characters / line	\$25 / line
<b>Congratulatory Message – limited to 1 line – up to 60 characters – one letter per box</b>			

- TBA - Ursula Flagg Award for HR Excellence**
- TBA – Ursula Flagg Award for Organization Excellence**
- TBA - Volunteer of the Year Award**
- TBA - Student Scholarship Winner**

The program brochure will be distributed at the October Awards breakfast. 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 Friday, September 27, 2019 (deadline extensions may or may not be allowed, inquire if you need an extension at [info@mvshrm.org](mailto: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?

Electronically is preferred, e-mailed to [info@mvshrm.org](mailto:info@mvshrm.org), but a hard copy will be accepted and should be mailed to PO Box 428 – New Hartford, NY 13413 (note: mail is not checked daily at this address); also, by mailing it may miss the deadline and will not be printed.

### Do I have to send the ad and payment together?

You can purchase ad space and pay with a credit card online at:

<https://mvshrm.starchapter.com/catalog.php?cat=1>, choices to purchase include: Full Page Ad - \$200; Half-Page Ad - \$100; Congratulatory Message (for individuals not businesses and are limited to 60 spaces).

Wording for your Ad and LOGO, if applicable, needs to be submitted either by e-mail to: [info@mvshrm.org](mailto:info@mvshrm.org) or mailed to PO Box 428 – New Hartford, NY 13413 (note: mail is not checked daily at this address); also, by mailing it may miss the deadline and will not be printed.

If you prefer to pay by check, payable to MVSHRM and mailed to PO Box 428 – New Hartford, NY 13413

(Note: Payment preferred at the time ad is submitted).

### Is there any particular format for electronic ads?

Preferred formats include: .jpg, .pdf, .png, .gif If you have other formats, please inquire at [info@mvshrm.org](mailto:info@mvshrm.org) if they are acceptable.

### How is it decided where ads are placed?

Ads submitted by the deadline, September 27, 2019 will be placed in the booklet on a first come, first serve basis. Ads received after September 27, 2019 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](mailto:info@mvshrm.org)