



# HR Service Providers (HRSP) Directory 2023/24

**Online Advertisements  
Available!**



## READERSHIP

**~5,000**

HKIHRM Members  
with around 520  
Corporate Members

**55%**

Managerial  
Grade

**38%**

Director/C-suite



## DISTRIBUTION CHANNELS



Hard copies mailed to **HKIHRM members**



HKIHRM's **signature events** and training centre



Showcase to **Business Partners**



**Quick search** on HRSP Directory website



**Digital copies** available for download

**ADVERTISING PACKAGES  
THAT FIT YOUR BUDGET**



Enquiry: 2837 3822 / 2837 3827 or [project@hkihrm.org](mailto:project@hkihrm.org)

# HR Service Providers (HRSP) Directory 2023/24

## ADVERTISING BOOKING FORM

Please **EMAIL** the completed form to [project@hkihrm.org](mailto:project@hkihrm.org)  
Tel: 2837 3822 / 2837 3827

### Contact Information

Company	:				
Address	:				
Contact Person	:		Title	:	
Email	:		Tel	:	
HKIHRM Membership No.	:		<input type="checkbox"/> Non-member		

### i) Advertising Packages on HRSP Directory

Please "✓" the appropriate box to indicate your preferred package.

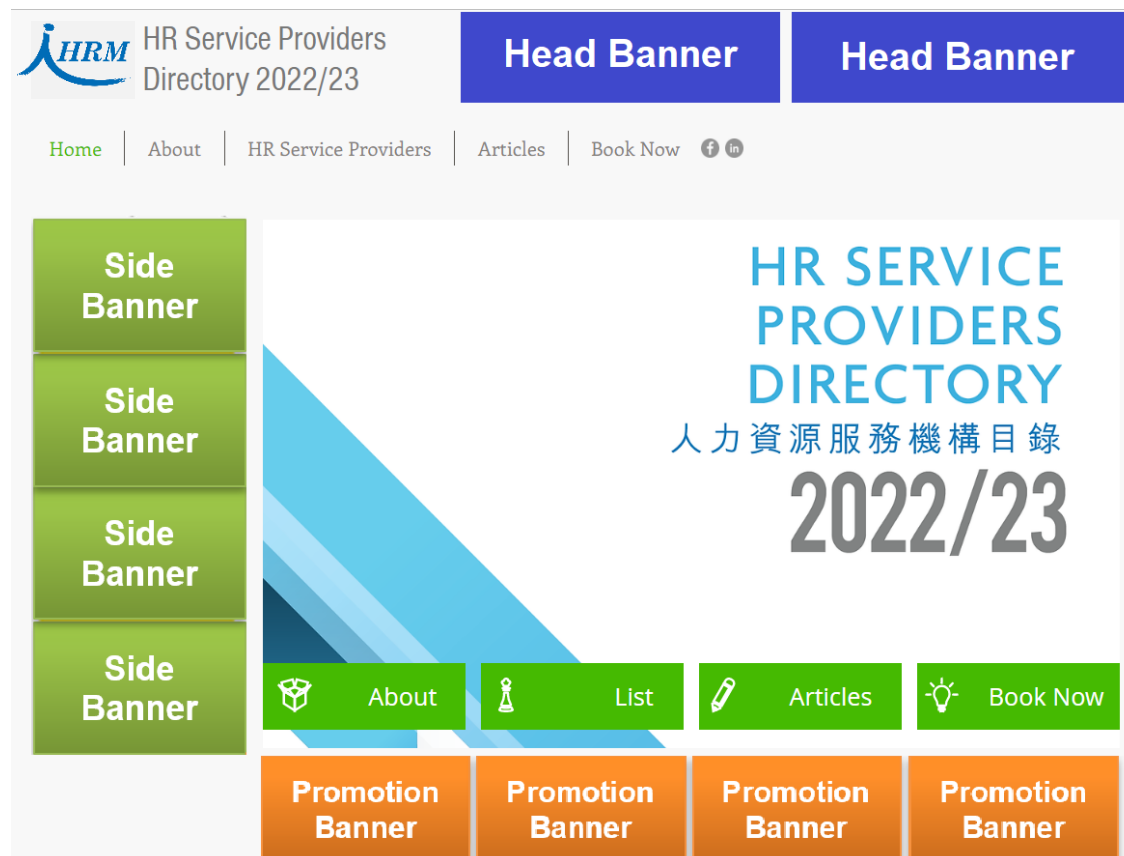
	Member (HK\$)	Non-member (HK\$)
Package	Regular	Regular
<b>a) Online &amp; Print Company Listing</b>	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$9,400
<b>b) Online Company Listing</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,600
<b>c) Insertion + Online &amp; Print Company Listing</b>	<input type="checkbox"/> \$23,000	<input type="checkbox"/> \$25,000
<b>d) Advertorial* + Online &amp; Print Company Listing</b>	<input type="checkbox"/> \$16,000	<input type="checkbox"/> \$20,500
<b>e) Advertisement + Online &amp; Print Company Listing</b>		
1) Consecutive Double Page	<input type="checkbox"/> \$28,000	<input type="checkbox"/> \$32,000
2) Back Cover	<input type="checkbox"/> \$26,000	<input type="checkbox"/> \$30,000
3) Inside Front Cover	<input type="checkbox"/> \$24,000	<input type="checkbox"/> \$28,000
4) Inside Back Cover	<input type="checkbox"/> \$23,000	<input type="checkbox"/> \$27,000
5) First Inside Page	<input type="checkbox"/> \$21,000	<input type="checkbox"/> \$25,000
6) Second Inside Page	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$24,000
7) Last Inside Page	<input type="checkbox"/> \$19,000	<input type="checkbox"/> \$22,000
8) 4C Full Page (ROP)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$19,000
9) 4C Half Page (ROP)	<input type="checkbox"/> \$12,000	<input type="checkbox"/> \$15,000
<b>f) Special Package: 4C Full Page Ad (ROP) + 4C Full Page Advertorial* + Online &amp; Print Company Listing</b>	<input type="checkbox"/> \$23,000	<input type="checkbox"/> \$28,000

\*Reporting and design fee are not included for Advertorial.

## ii) Advertising on HRSP Website

The **online banner** is now available on the [HRSP website](#), which provides a comprehensive listing of HR service providers. Book your advertising slot now to enjoy promotions for an entire year.

### Advertising Positions:



	Member (HK\$)	Non-member (HK\$)
	Regular	Regular
HRSP Head Banner	☐ \$4,800	☐ \$5,800
HRSP Side Banner	☐ \$3,800	☐ \$4,500
HRSP Promotion Banner	☐ \$2,900	☐ \$3,500

### Banners Specifications:

	Pixel Size	File Size
HRSP Head Banner	290 x 80px	<300KB in jpeg/gif
HRSP Side Banner	180 x 100px	<300KB in jpeg/gif
HRSP Promotion Banner	175 x 60px	<300KB in jpeg/gif

## TERM AND CONDITIONS

### Booking:

1. Advertising booking is subject to the receipt of booking form via email. No verbal booking is allowed. An email notification and invoice will be sent by the HKIHRM upon receipt of the booking form.
2. Confirmation will only be made upon receipt of full payment.
3. The HKIHRM reserves the right to decline any booking at any time.
4. The HKIHRM has absolute discretion in the admission of bookings from potential advertisers. In case of more than one advertising booking for the same special page, bookings will be accepted on a first-come, first-served basis.

### Payment:

1. Cheque, Fast Payment System (FPS) and telegraphic transfer will be accepted.
2. Cheque should be made payable to "Hong Kong Institute of Human Resource Management Ltd" upon receipt of invoice.
3. Early Bird discount can only be secured with **payment ONE month within the issuance date of invoice**. Otherwise, regular rate will be charged thereafter.
4. The HKIHRM reserves the right to cancel any booking for which payment is not settled before the said payment deadline.
5. HKIHRM e-voucher cannot be used.

### Cancellation Policy:

No refund will be made.

### Supplementary Conditions:

1. The HKIHRM reserves the right to interpret, alter and amend any of these Conditions and to issue Supplementary Conditions and House Rules at any time they consider necessary without further notice.
2. All interpretations of these Conditions and any Supplementary Conditions by the HKIHRM shall be final.

### Personal Data Collection Statement

1. Clients' personal data is collected and kept for processing the HR Service Providers (HRSP) Directory 2023/24 Advertising booking purposes. The data provided will be handled in accordance with the provisions of the Personal Data (Privacy) Ordinance of the HKSAR.
2. The personal data provided in this form will be used by the Institute for direct marketing activities, including but not limited to the promotion (e.g. special offers and discounts) for HKIHRM events, activities, training programmes, awards, survey and other services that it may deploy. If you do not wish to receive such information as stated, please indicate your objection by ticking the box. ☐

☐ I have read, understood, and agreed to all the details of the above declaration.

Signature	:	<hr/>	Date	:	<hr/>
Name	:	<hr/>	Title	:	<hr/>
Company	:	<hr/>			

Company Stamp : 

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## Directory Specifications:

1. Cover paper: 210 gsm art board with one side lamination
2. Content pages: 128 gsm matt art paper
3. Orientation: Portrait
4. Trim size: 210 mm (W) x 280 mm (H)
5. Binding: Saddle stitch

## Mechanical Requirements:

1. Display Advertisement Size
  - a. Full Page – Bleed Size: 220mm (W) x 290mm (H), Trim Size: 210mm (W) x 280mm (H)
  - b. Half page – Bleed Size: 220mm (W) x 150mm (H), Trim Size: 210mm (W) x 140 mm (H)
  - c. Margin Size: 10mm
2. Text
  - For advertorial, the words “Sponsored Feature” will be shown on top of the page.
3. Publication Colour

All colours should be indicated as process colour percentage (CMYK). Any other colour format will be matched to the nearest CMYK version.
4. Materials Required for Advertisement

Acrobat PDF files

  - All fonts must be embedded into the file (100%).
  - All images must have resolution of 300dpi or higher
  - All graphics/logos should be in high resolution EPS format.
  - Crop marks must be included.

Adobe Illustrator or InDesign files

  - Copy/text within the digital working file(s) should be converted to path/outline graphics to avoid fonts substitution problems.
  - The file of the colour fonts must be named by English letters.
  - All images/logos with resolution of 300 dpi.
  - The graphics must be in EPS/TIFF format.
  - All digital files including images and graphics must be saved in CMYK colour space. Do not use spot colour.
5. Materials Required for **Insertion**
  - Finished size: Not exceeding A4 size
  - Weight: **Not over 30g**
  - Delivery arrangements: Exact delivery date, quantity and address to be confirmed