



**METRO ST. LOUIS CHAPTER**

**Project Management Institute**

## **Advertising Rates & Publication Schedules as of February 2011**

Contacts : [marketing@stlpmi.org](mailto:marketing@stlpmi.org) / [corprelations@stlpmi.org](mailto:corprelations@stlpmi.org) / [media@stlpmi.org](mailto:media@stlpmi.org)

The St. Louis Metro PMI Chapter is offering numerous options for the local businesses and organizations to promote their services and products to the 1200+ project management professionals and their firms in and round the St. Louis metropolitan area for 2011 and beyond.

### **1 Chapter Meeting Sponsorship Packages**

A great way to promote your company's products or services is to sponsor a St. Louis Metro PMI Chapter Meeting! We have different packages to match your sponsorship requirement. There are packages for sponsoring single monthly meeting to sponsoring all the meetings in a year. Please contact [marketing@stlpmi.org](mailto:marketing@stlpmi.org) to get more information and to seek a sponsorship package.

#### **1.1 Visionary - \$5000**

- Complimentary 12-month Individual Membership in PMI for one company representative.
- Banner Ad as a link to the sponsor's website on the PMI St. Louis homepage for the year of sponsorship.
- Sponsor provided banner ad on the Sponsors & Partners page of the PMI St. Louis website for the year of sponsorship.

- Sponsor provided Big-size advertisement image ( 800x250 pixels ) in each issue of the Chapter Newsletter (6 newsletters distributed annually).
- Company listed as a Visionary and a link to the sponsor homepage included in the Monthly Chapter Meeting E-Blast (approximately 12 E-Blasts distributed annually).
- Opportunity to have 3 promotional emails distributed to the PMI contact list by Metro St Louis PMI staff (PMI VP of Marketing & Communications will approve promotional emails prior to distribution).
- Recognition as a Visionary on registration table signage at all Dinner and Breakfast meetings and April Student Meeting.
- Complimentary meal for two sponsor representatives (pre-registration required) at all Dinner and Breakfast meetings (10 Dinner meetings and 3 Breakfast meetings annually).
- A display table at all Dinner and Breakfast meetings to distribute marketing literature (PMI VP of Marketing & Communications will approve marketing literature prior to the meeting) (10 Dinner meetings and 3 Breakfast meetings annually).
- Company logo on Sponsor promotional slide to be included in Chapter PowerPoint presentation at all Dinner and Breakfast meetings (PMI VP of Marketing & Communications will approve promotional item prior to meeting) (10 Dinner meetings and 3 Breakfast meetings annually).

## **1.2 Benefactor - \$3500**

- Complimentary 12-month Individual Membership in PMI for one company representative.
- Sponsor provided banner ad on the Sponsors & Partners page of the PMI St. Louis website for the year of sponsorship.
- Sponsor provided Medium-size advertisement image ( 250x250 ) in each issue of the Chapter Newsletter (6 newsletters distributed annually).
- Company listed as a Benefactor and a link to the sponsor homepage included in

the Monthly Chapter Meeting E-Blast (approximately 12 E-Blasts distributed annually).

- Recognition as a Benefactor on registration table signage at all Dinner meetings.
- Complimentary meal for two sponsor representatives (pre-registration required) at all Dinner meetings (10 Dinner meetings annually).
- Distribution of sponsor marketing literature at meeting registration table for all Dinner meetings (10 Dinner meetings annually) (PMI VP of Marketing & Communications will approve marketing literature prior to meeting).
- Company logo on Sponsor promotional slide to be included in Chapter PowerPoint presentation at all Dinner meetings (PMI VP of Marketing & Communications will approve promotional item prior to meeting) (10 Dinner meetings annually).

### **1.3 Sustainer - \$2000**

- Sponsor provided banner ad on the Sponsors & Partners page of the PMI St. Louis website for the year of sponsorship for 50% of listed ad rates.
- Sponsor provided Small-size advertisement image ( 100x100 pixels ) in each issue of the Chapter Newsletter (6 newsletters distributed annually).
- Company listed as a Sustainer and a link to the sponsor homepage included in the Monthly Chapter Meeting E-Blast (approximately 12 E-Blasts distributed annually).
- Recognition as a Sustainer on registration table signage at all Breakfast meetings.
- Complimentary meal for two sponsor representatives (pre-registration required) at all Breakfast meetings (Approximately 3 Breakfast meetings annually).
- Distribution of sponsor marketing literature at meeting registration table for all Breakfast meetings (Approximately 3 Breakfast meetings annually) (PMI VP of Marketing & Communications will approve marketing literature prior to meeting).
- Company logo on Sponsor promotional slide to be included in Chapter PowerPoint presentation at all Breakfast meetings (PMI VP of Marketing &

Communications will approve promotional item prior to meeting) (Approximately 3 Breakfast meetings annually).

#### **1.4 Gold Dinner Meeting Sponsorship Package - \$1000**

- A display table at the Dinner Meeting venue during the pre-meeting reception.
- Recognition as “Gold” Sponsor on signage at the registration table.
- Complimentary meal for two sponsor representatives (pre-registration required).
- Recognition as a sponsor on the Chapter Meeting Reservations system for the sponsored meeting.
- Distribution of sponsor marketing literature at meeting registration table (PMI VP of Marketing & Communications will approve marketing literature prior to meeting.)
- Company logo on Sponsor slide to be included in Chapter PowerPoint presentation during Cocktail/Networking and dinner periods.
- Opportunity to make 4 minute “Welcome Address” to the group at the beginning of the Business Meeting.
- Company logo as a link to the sponsor’s website on the Sponsors & Partners page of the PMI St. Louis homepage for the month prior to your meeting date.
- Sponsor provided Medium-size advertisement image ( 250x250 pixels ) in the issue of the Chapter Newsletter distributed prior to your meeting date.
- Company listed as sponsor for upcoming meeting and a link to the sponsor homepage included in the Monthly Chapter Meeting E-Blast distributed before your meeting.

#### **1.5 Silver Dinner Meeting Sponsorship Package - \$700**

- A display table at the Dinner Meeting venue during the pre-meeting reception.

- Recognition as “Silver” Sponsor on signage at the registration table.
- Complimentary meal for two sponsor representatives (pre-registration required).
- Recognition as a sponsor on the Chapter Meeting Reservations system for the sponsored meeting.
- Distribution of sponsor marketing literature at meeting registration table (PMI VP of Marketing & Communications will approve marketing literature prior to meeting.)
- Company logo on Sponsor slide to be included in Chapter PowerPoint presentation during Cocktail/Networking and dinner periods.
- Company logo as a link to the sponsor’s website on the Sponsors & Partners page of the PMI St. Louis homepage for the month prior to your meeting date.
- Sponsor provided Small-size advertisement image ( 100x100 pixels ) in the issue of the Chapter Newsletter distributed prior to your meeting date.

## **1.6 Gold Breakfast Meeting Sponsorship Package - \$600**

- A display table at the Breakfast Meeting venue during the pre-meeting reception.
- Recognition as “Gold” Sponsor on signage at the registration table.
- Complimentary meal for two sponsor representatives (pre-registration required).
- Recognition as a sponsor on the Chapter Meeting Reservations system for the sponsored meeting.
- Distribution of sponsor marketing literature at meeting registration table (PMI VP of Marketing & Communications will approve marketing literature prior to meeting.)
- Company logo on Sponsor slide to be included in Chapter PowerPoint presentation during Networking and breakfast periods.
- Opportunity to make 4 minute “Welcome Address” to the group at the beginning of the Business Meeting.
- Company logo as a link to the sponsor’s website on the Sponsors & Partners page of the PMI St. Louis homepage for the month prior to your meeting date.

- Sponsor provided Medium-size advertisement image ( 250x250 pixels ) in the issue of the Chapter Newsletter distributed prior to your meeting date.
- Company listed as sponsor for upcoming meeting and a link to the sponsor homepage included in the Monthly Chapter Meeting E-Blast distributed before your meeting.

## **1.7 Silver Breakfast Meeting Sponsorship Package - \$400**

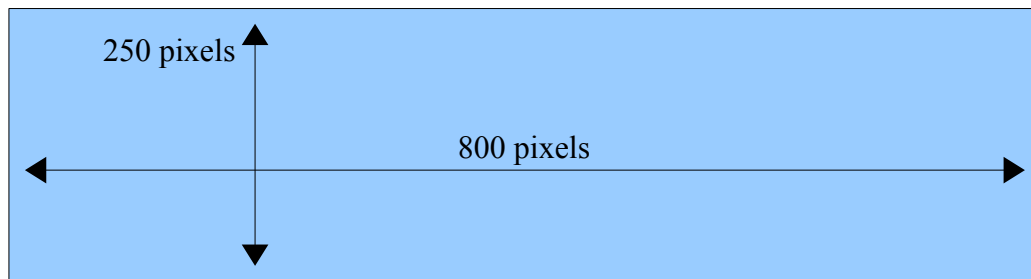
- A display table at the Breakfast Meeting venue during the pre-meeting reception.
- Recognition as “Silver” Sponsor on signage at the registration table.
- Complimentary meal for two sponsor representatives (pre-registration required).
- Recognition as a sponsor on the Chapter Meeting Reservations system for the sponsored meeting.
- Distribution of sponsor marketing literature at meeting registration table (PMI VP of Marketing & Communications will approve marketing literature prior to meeting.)
- Company logo on Sponsor slide to be included in Chapter PowerPoint presentation during Networking and breakfast periods.
- Company logo as a link to the sponsor’s website on the Sponsors & Partners page of the PMI St. Louis homepage for the month prior to your meeting date.
- Sponsor provided Small-size advertisement image ( 100x100 pixels ) in the issue of the Chapter Newsletter distributed prior to your meeting date.

## **2 Chapter Newsletter**

The Chapter publishes its newsletter every two months and is sent out electronically to all chapter members. As an email to targeted audience, the newsletter provides excellent opportunity to reach out to members individually. Each newsletter advertisement will cost \$100.

## 2.1 Newsletter Advertisement requirements

- Ads must be related in some way to Project Management.
- Ads must be submitted by the 1st of the month prior to publication. For example ads for the February edition must be received no later than January 1st. Newsletter editions are published on the first day of the every other month – February, April, June, August, October and December.
- All newsletter-related inquiries and orders should be directed to [media@stlpmi.org](mailto:media@stlpmi.org).
- The newsletter editor will determine the placement of all advertisements in the newsletter.
- Acceptable text formats are (IBM-compatible) Microsoft Word. The text advertisement should not be more than 2000 words. Requests for special Text formats and color may be accepted. Newsletter editor will determine the final text version and formatting of the ad to suit the rest of the newsletter content.
- Acceptable picture formats are Bitmap (.bmp), Tagged Image Format (.tif), JPEG Picture Format (.jpg), Graphics Interchange Format (.gif), and Photoshop Format (.pdx). Both Static and Animated GIFs are acceptable.
- The image size cannot be greater than 800 pixels wide and 250 pixels long.



- Image links to external websites or any dynamic content will not be acceptable.
- Advertisements will appear only in the St. Louis Metro PMI Chapter newsletter.
- The Metro St. Louis PMI Chapter Board and the Director of Media retain the right to refuse any advertisement.

### **3 Advertising Payment Terms and Contacts**

All ads must be paid for in advance. Make checks payable to:  
**PMI-St. Louis Chapter**, and mail them to:

Metro St. Louis PMI Chapter  
P.O. Box 6016  
Chesterfield, MO 63006-6016

Contact [media@stlpmi.org](mailto:media@stlpmi.org) for invoice or any other queries.