

# Media Kit 2018

## Reach Your Target Audience



## About the Greater Boston Chapter of ATD

What is Greater Boston ATD? It's hundreds of corporate learning professionals in the Greater Boston area, a part of the largest national organization dedicated to the advancement of corporate learning and performance for profit, non-profit, and government organizations.

ASTD now ATD was founded in 1943 and has grown to be the largest and most influential organization serving learning professionals in the world.

Our Mission: Through exceptional learning and performance, we create a world that works better.

For more information contact: VP of Partnerships: [admin@tdboston.org](mailto:admin@tdboston.org)

## Target Audience

Greater Boston ATD is the leader in providing workplace learning and performance programming to the Eastern Massachusetts community! The Chapter continues to be recognized as the premier opportunity for professionals to build their network and learn to support their professional development!

Our chapter provides professional development services to workplace learning and performance professionals in Eastern Massachusetts. Members and associates of the chapter represent the major employers of Eastern Massachusetts (e.g. Dell/EMC, Wayfair, HubSpot, Fresenius Medical Care, Harvard University, MIT, Raytheon, Suffolk Construction, Fidelity Investments, and Liberty Mutual) and many are small business owners, contractors, and consultants with years of experience, specializing in learning and performance.

The members' scope of workplace responsibility varies, including learning and performance, organizational development and human resources. In addition to being local members, many of our members are also members of National ATD.

## Why should you contribute to Greater Boston ATD?

- By sponsoring an event or advertising with us:
- You will directly reach learning professionals who could become customers for your product or service.
- You will raise your company's profile through generous acknowledgement of your support.
- Your training and development personnel will be exposed to the latest and best practices in corporate learning.
- We offer sponsorship and advertisement plans to accommodate most any budget.
- You contribute to further learning and performance opportunities for our membership and the community.

## Event Sponsorship Program

Members, Guests, and Vendors now have the opportunity to be even more involved in the regular monthly programs. By sponsoring a Greater Boston ATD Learning Event, you get to be a part of the excitement in a whole new way. Learning Events are the lifeline of chapters like ours. However, they are also the greatest operating expense. In an effort to enhance the experience of attending a Greater Boston ATD Learning Event and still keep the attendee costs low, we offer the Learning Event Sponsorship.

## Platinum Learning Event Sponsor

Members: \$600.00      Non-Members: \$700.00

Company/individual donates facilities or funds towards underwriting a program.  
Company/individual in turn for their sponsorship receives:

- Two admissions to the program, all evening programs include dinner.
- Logo with up to 50 word company profile and website link on Greater Boston ATD home page.
- Noted in all event e-mail blasts as a Platinum Sponsor of the event with their company logo. Sponsor of the event can include their company logo and link to you web site.
- Up to 6 minutes at the podium to address the audience before the sponsored program begins.
- Up to 4 PowerPoint slides describing their product/service to be shown in front of the audience via an LCD projector before the sponsored program begins.
- A full table at the program for the purpose of showing marketing collateral.
- Marketing material placement at every seat and a 6' table at event with room for 2-3 laptops or promotional materials.
- Opportunity to collect business cards to conduct a raffle that will be drawn at the end of the program.
- Listed as a valued supporter in the next issue of newsletter following program with Company Logo and up to 50 word company profile with link to your website.

(Only One Platinum Sponsorship will be recognized for each program)

## Gold Learning Event Sponsor

Members: \$450.00

Non-Members: \$500.00

Company/individual donates funds towards underwriting a program. Company / individual in turn for their sponsorship receives:

- One admission to the program, all chapter meeting/programs include dinner.
- Logo with your website link on Greater Boston ATD home page events page.
- Noted in all event e-mail blasts as a Gold Sponsor of the event with their company logo. Sponsor of the event can include their company logo and link to you web site.
- Up to 4 minutes at the podium to address the audience before the program begins.
- Up to 2 PowerPoint slides describing their product/service to be shown in front of the audience via an LCD projector before the program begins.
- 6' table at event with room for 2-3 laptops or promotional materials.
- Listed as a valued supporter in the next issue of newsletter following program with Company Logo and link to yourwebsite

## Silver Learning Event Sponsor

Members: \$300.00

Non-Members: \$350.00

Company/individual donates funds towards underwriting a program. Company / individual in turn for their sponsorship receives:

- One admission to the program, all evening programs include dinner.
- Noted in all event e-mail blasts as a Sponsor of the event with their company logo.
- Listed as a valued supporter in the next issue of newsletter following program with Company Logo.

## Chapter Website

Package includes your company logo placement in designated Partnerships section on ATD Greater Boston home page. Logos placed in our Partnerships area will link to advertiser's website or designated link for more information.

Frequency	Rate Monthly	Total
1 month	\$30	\$30
6 months	\$25	\$150
12 months/1yr	\$20	\$240

## Chapter e-Newsletter

Advertisements placed on the e-newsletter will link to advertiser's website or designated link for more information.

Frequency	Rate per Issue	Total
1 x	\$50	\$50
3 x	\$40	\$120
6 x	\$30	\$180

Content must be previewed and approved. Upon approval, advertiser needs to provide specific logo, images, and final content to complete the blast.

## Graphic Requirements

To ensure excellent quality advertising, please submit digital file-ready ads with at least 100 dpi resolution in jpg format for best web quality viewing.

Advertisement sizes are similar to business card size, which may be 144 x 216 pixels or 150 x 150 pixels.

Please do not submit any Microsoft Word documents with images.

## Terms of Payment

Rates are non-commissionable.

All advertising must be pre-paid by credit card using PayPal or by check made out to Greater Boston ATD.

## For more information contact:

VP of Partnerships: [admin@tdboston.org](mailto:admin@tdboston.org)

## Advertising Policies

All advertisers must sign an agreement. Advertisers on contract are protected from rate increases for the duration of the contract.

## Terms & Copy Regulations

Due to space limitations on the website and in the newsletter, from time to time, we may not be able to accept all advertisements.

In no event will the publisher be responsible for errors or omissions created by incorrect information provided by the advertiser or if the advertiser does not supply the correct copy by the agreed upon scheduled advertisement closing time.

The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred as a result of claims resulting from violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the content provided by an advertiser.

Greater Boston ATD does not endorse the content. We facilitate the delivery of the information.

Each advertiser will be identified as "an advertiser" of the Greater Boston ATD Chapter.

The following promotional message will be included with each blast: "Reach your target audience and members of our Chapter here too! Contact [admin@tdboston.org](mailto:admin@tdboston.org) to learn about our affordable advertising and sponsorship opportunities!"

Greater Boston ATD reserves the right to refuse advertisement that we feel is objectionable, offensive, or promotes religious, political, or other controversial views.