



INFORM

INSPIRE

INVOLVE

# Media Kit 2011

## Reach Your Target Audience

Sponsor  
&  
Advertise  
with Us!



### About the Central Florida Chapter of ASTD

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

The Central Florida Chapter of ASTD (CFC-ASTD) was founded in 1979 and chartered in 1982, and has grown to be the largest and most influential organization serving learning professionals in Central Florida.

CFC-ASTD's mission statement is: Inform, Inspire, and Involve. Every initiative, event and activity our chapter invests in and supports one or more of these.

## Target Audience

CFC-ASTD is the leader in providing workplace learning and performance programming to the Central Florida community! The Chapter celebrated its 25th anniversary in 2007, and continues to be recognized as the premier opportunity for professionals to build their network and learn in support of their development!

Our chapter provides professional development services to over 700 workplace learning and performance professionals in Orange, Lake, Seminole, Volusia Counties. Members and associates of CFC-ASTD represent the major employers of Central Florida (e.g. Disney, Universal Studios, SeaWorld, Orange County Government, UCF, Florida Hospital, Martin Marietta) and many are small business owners 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, nearly half of our members are also members of National ASTD.



## Why should (your organization) contribute your resources to ASTD-CFC?

By sponsoring a meeting 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 CFC-ASTD Event, you get to be a part of the excitement in a whole new way. Events are the lifeline of chapters like ours. However, they are also the greatest operating expense. Unfortunately, the larger and better the event, the more we are forced to charge to attend the event to offset the costs. In an effort to enhance the experience of attending a CFC-ASTD Event and still keep the attendee costs low, we have now agreed to offer the Event Sponsorship Program.

## Platinum Sponsors

**Members: \$500.00**

**Non-Members: \$600.00**

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 CFC-ASTD events page.
- Noted in all chapter e-mail blasts to more than 700 contacts as a Platinum. Sponsor of the event with their company logo and up to 50-word company profile and link to you web site.
- Up to 3 minutes at the podium to address the audience before the sponsored 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 sponsored program begins.
- A full table at the program for the purpose of showing marketing collateral.
- Marketing material placement at every seat.
- 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 bi-monthly 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)*

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# Event Sponsorship program

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## Gold Sponsor

**Members: \$250.00**

**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 chapter meeting/programs include dinner.
- Logo with your website link on CFC-ASTD events page.
- Noted in all chapter e-mail blasts to more than 700 contacts as a Gold Sponsor of the event with their company logo and link to your web site.
- Up to 2 minutes at the podium to address the audience before the program begins.
- 1 PowerPoint slide describing their product/service to be shown in front of the audience via an LCD projector before the program begins.
- Marketing material placement at every seat
- Listed as a valued supporter in the next issue of bi-monthly newsletter following program with Company Logo and link to your website

*(Only One Gold Sponsorship will be recognized for each program)*

## Silver Sponsor

- Company/individual donates \$100 for sponsoring a program. Company/individual in turn for their sponsorship receives:
- One admission to the program, all evening programs include dinner.
- Noted in all chapter e-mail blasts as a Silver Sponsor of the event with their company logo.
- Listed as a valued supporter in the next issue of bi-monthly newsletter following program with Company Logo.
- \*Silver Level is not available for Professional Development Programs

### **For more information contact:**

Director of Sponsorships: [sponsorship@cfc-astd.org](mailto:sponsorship@cfc-astd.org) or

VP Marketing: [marketing@cfc-astd.org](mailto:marketing@cfc-astd.org)

# Advertise with us

## Chapter Website

**Basic Package** includes placement on **HOME page only** and is featured on the right-hand side panel. Advertisements placed on the **HOME page** will link to advertiser's website or designated link for more information.

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

**Premium Package** includes placement on **ALL** pages, including HOME, **EXCEPT the EVENTS page**, which is reserved for Sponsors.

Advertisement placement will either be on the left-hand panel below the menu navigation of every page or at the footer of every page.

Frequency	Rate Monthly	Rate Annually
1 month	\$50	\$ 50
6 months	\$30	\$180
12 months/1yr	\$25	\$300

## Chapter e-Newsletter

Our newsletter is published 6x a year (January, March, May, July, September, and November). Advertisements placed on the e-newsletter will link to advertiser's website or designated link for more information.

Frequency	Rate	Rate Annually
1 x	\$25	\$ 25
3 x	\$20	\$ 60
6 x	\$15	\$ 90

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# Advertise with us

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## Email Blast Marketing

If you have a product, service, or an educational event that you'd like to share with our members, we offer two options:

- One-time email blast to members \$45
- One-time email blast to our complete email database \$80

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.
- We can assist with ad/graphic prep/development for a one-time fee of \$75.

## Terms of Payment

- Rates are non-commissionable.
- Contact [communication@cfc-astd.org](mailto:communication@cfc-astd.org) with questions.
- All advertising must be pre-paid by credit card using PayPal or by check made out to CFC-ASTD.

### **For more information contact:**

VP of Communications: [communication@cfc-astd.org](mailto:communication@cfc-astd.org)

or VP Marketing: [marketing@cfc-astd.org](mailto:marketing@cfc-astd.org)

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# Advertise with us

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## Advertising Rates Policies

- All advertisers must sign an agreement (see page 8).
- Advertisers on contract are protected from rate increases for the duration of the contract.

## Terms and 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.
- CFC-ASTD does not endorse the content. We facilitate the delivery of the information.
- Each advertiser will be identified as "an advertiser of the CFC-ASTD Chapter.
- The following promotional message will be included with each blast: "Reach your target audience and members of our Chapter here too! Contact [marketing@cfc-astd.org](mailto:marketing@cfc-astd.org) or [communication@cfc-astd.org](mailto:communication@cfc-astd.org) to learn about our affordable advertising opportunities!"
- CFC-ASTD reserves the right to refuse advertisement that we feel is objectionable, offensive, or promotes religious, political, or other controversial views.



# Advertising Agreement and Information

Company Information	
Company Name	
Representative Name	
Address	
City, State, Zip	
Phone/Fax	
Email	
Signature of Company Representative	

Ad Information		
<i>Media Option</i>	<i>Frequency/Placement</i>	<i>Investment</i>
Website		
Newsletter		
Email Blast		
Sponsorship		
	<b>Amount Due</b>	<b>\$</b>

Payment Options*	
Check made payable to CFC-ASTD	<b>Send completed form and payment to:</b> Central Florida Chapter – ASTD, P.O. Box 2227 Orlando, FL 32802-2227
PayPal/Credit Card	<b>Send through PayPal at:</b> <a href="mailto:finance@cfc-astd.org">finance@cfc-astd.org</a>  In the subject line of the text message box, please indicate the purpose for the payment.

\*Payment must be received before ad is published.

Note: CFC-ASTD reserves the right to refuse advertisement that we feel is objectionable, offensive, or promotes religious, political, or other controversial views.



*"One of the things that may get in the way of people being lifelong learners is that they're not in touch with their passion. If you're passionate about what it is you do, then you're going to be looking for everything you can to get better at it."*

*-Jack Canfield*

The Central Florida Chapter is one of the most highly recognized chapters of the American Society of Training and Development

- ASTD Chapter of the Month , January 2011
- 100% CORE recognition every year since 1996 for successfully meeting all ASTD chapter service guidelines.
- Four-time ASTD National Excellence Award Winner.
- ASTD International Conference and Exposition Host Chapter 1986, 1990, 1996, 2001, 2005, and 2011.

