

# 2020 GPMI MEDIA KIT

Reach your audience through Sponsorship, Advertising, and Exhibiting opportunities



# GPMI

10,440 COMMUNITY SUBSCRIBERS

106 COUNTRIES REPRESENTED  
ACROSS THE GLOBE

## Top Countries Represented by Our Subscribers

Australia



Canada



India



Ireland



Netherlands



Poland



South Africa



Spain



United Kingdom



United States



## ABOUT GPMI

The Global Payroll Management Institute (GPMI) is the world's leading community of payroll leaders, managers, practitioners, researchers, and technology experts.

Our primary objective is to increase the global payroll professional's skill level through education, training, publications, certification, and networking opportunities.



# MEET YOUR SUBSCRIBERS

GPMI Subscribers are from companies such as:

The Netflix logo, featuring the word "NETFLIX" in a bold, red, sans-serif font.

glassdoor

The Google logo, featuring the word "Google" in its multi-colored sans-serif font.The Amazon logo, featuring the word "amazon" in black lowercase letters with a curved orange arrow underneath.The Oceaneering logo, featuring the word "OCEANEERING" in black uppercase letters inside a black rounded rectangle with a registered trademark symbol.The eBay logo, featuring the word "ebay" in its multi-colored lowercase font.The HubSpot logo, featuring the word "HubSpot" in dark blue with an orange icon of three connected dots.The McKesson logo, featuring the word "MCKESSON" in blue uppercase letters with a small orange square under the 'K'.The eHarmony logo, featuring a colorful heart icon followed by the word "eharmony" in a teal sans-serif font.

# WEBINARS

## *Lead Generation, Brand Awareness & Thought Leadership*

Share your industry knowledge and promote your brand to hundreds of payroll professionals by conducting an GPMI Thought Leader Webinar or sponsoring GPMI educational content.

### **GPMI CONDUCTED WEBINAR**

- Your sponsorship makes it free to all
- Two (2) dedicated emails promoting event (including logo and company URL linked to logo) sent to GPMI subscribers
- Registration Report (Name, Title, Company Name, Address, Country, Zip, and Email Address)
- Dedicated product registration page within GPMI online store with sponsor logo
- Recognition on PowerPoint for sponsor
- RCH accredited for CPPs and FPCs

### **GPMI THOUGHT LEADER WEBINAR**

- Your sponsorship makes it free to all
- Education topic of your choice
- You present 60 minutes
- 12 months of exposure on our website
- Reporting: registration, live day attendees, polling results, and questions asked by attendees
- Average of 900+ registrations
- Often RCH accredited for CPPs and FPCs



# GPMI SUBSCRIBER SURVEY

## *Lead Generation & Industry Insights*

Harness the combined knowledge and expertise of GPMI's audience, while gaining valuable leads with a subscriber survey opportunity.

### GPMI SUBSCRIBER SURVEY

- Average of 500+ leads
- Up to 12 questions
- Two sponsor-branded emails
- Sponsor provides the incentive for participation
- Co-owned data (individual and aggregate results)
- Various survey options & topics available



The screenshot shows a web-based survey form for the Global Payroll Management Institute (GPMI). The form is titled "GPMI Subscriber Survey" and includes the GPMI logo. It contains three main questions with input fields and radio buttons. A "Exit this survey" button is located in the top right corner of the form area.

**GPMI**  
Global Payroll Management Institute

**GPMI Subscriber Survey**

Global Payroll Management Institute  
Subscriber Survey

\* Please select your job role (select most applicable).

\* In what country do you currently reside?

☐ United States

☐ Other (please specify)

\* How long have you been doing global payroll?

Exit this survey

# GLOBAL PAYROLL MANAGEMENT FORUM

Dates: 5 May - 8 May in Orlando, Florida



## Exhibit Space

Showcase your industry products and solutions to key global payroll decision makers at GPMI's Global Payroll Management Forum!

The Global Pavilion Located on APA's Congress Expo Floor Offers Two Options:

1. A **turn-key kiosk** that GPMI produces for you. All you need to bring is your booth giveaways and collateral.
2. Traditional 10x10 or 10x20 **booth space** you produce and furnish.

View the **2020 Map** to find your space and contact the Expo Team to reserve today! Sponsorships are available! Contact us today for more details!

## Thought Leader Workshop Sessions

Take advantage of this opportunity to be part of the global workshop lineup this May in Orlando.

If you have valuable content to share with payroll professionals, reserve your 60-minute presentation opportunity now!

Contact Us: [Advertising@GPMInstitute.com](mailto:Advertising@GPMInstitute.com)

# GLOBAL PAYROLL MAGAZINE CONTENT

Expand your audience and boost your SEO by publishing educational content.

## GLOBAL PAYROLL EMAGAZINE SPONSORED CONTENT

- Ungated content, always viewable
- Up to 1,500 words
- Shareable in social media
- Include images, videos, or links to external resources
- Attribution and backlinks to your website
- Expertly laid out article page within online *Global Payroll* magazine issue
- Article will be featured on the issue homepage and sharable in social media

## PRINTED "SPECIAL EDITION" OF GLOBAL PAYROLL MAGAZINE: SPONSORED CONTENT OR ADVERTISING

Show thought leadership and expand the reach of your content by showcasing your product or expertise in a special printed issue of *Global Payroll* magazine.

- Article is written by you or your author of choice
- 500-600 words of fact-filled editorial content for your one-page article
- URLs for backlinks to your online resources
- Any customer interviews, graphics, or embeddable videos to be included
- Graphics or Ad in place of word count
- Expertly laid out sponsored content in our standard style



# WEBSITE ADVERTISING

## Digital/eNewsletter

### Digital Banner Ad Packages

Reach thousands of payroll professionals with placements on our website. Traditional banner and native options available.



#### PACKAGE A

Desktop Ad Banner: 300x600 pixels  
Max file size: 250kb

Mobile Ad Banner: 300x300 pixels  
Max file size 150kb

Preferred file type: gif

#### Placement locations:

- Publications & Resources
- News
- Community
- About
- Vendor Listings
- Search

Monthly Rate: \$1,500

#### PACKAGE B

Horizontal Package  
Desktop Ad Banner: 300x600  
Max file size: 250kb

Mobile Ad Banner: 300x300  
Max file size 150kb

Preferred file type: gif

#### Placement locations:

- Homepage
- Education & Events

Monthly Rate: \$1,500



# WEBSITE ANNUAL VENDOR LISTING

## *Advertising/Brand Awareness*

THE GPMI VENDOR LISTINGS ARE A COMPREHENSIVE LIST OF INDUSTRY VENDORS, CONSULTANTS, ANALYST/RESEARCH FIRMS, AND LEGAL EXPERTS TO ASSIST SUBSCRIBERS IN THEIR GLOBAL PAYROLL JOURNEY.

## Be on the list when GPMI website visitors look for solutions.

- Showcase your company for 12 months on ungated website page
- Full-color company logo linked to website
- Company description (300 characters including spaces)
- URL and phone number
- Vendor logo, contact information, and description
- Referenced in GPMI's online publication

### Vendor Listings

Find the vendor to meet your global payroll needs.



activpayroll  
+44 (0) 1224 860 800  
[www.activpayroll.com](http://www.activpayroll.com)

activpayroll is a leading global professional service organization, providing integrated global payroll solutions, expatriate taxation services and online HR people management tools to more than 1,000 companies in more than 140 countries worldwide.



ADAM Human Capital Management  
+52 (55) 1500-8600  
[www.adamhcm.com](http://www.adamhcm.com)

ADAM is the Payroll and HT software leader for Latin America and Canada. Our portfolio provides payroll process outsourcing services and payroll consulting services. We have 30+ years of experience operating in 34 countries, with more than 350 clients processing nearly 10,000,000 annual payslips.



Auxadi  
(847) 999-0968  
<https://www.auxadi.com/en/>

Auxadi provides global expansion services under a single IT platform as One-Stop-Shop solution in accounting, tax compliance & payroll. From its HUBS in Chicago & Madrid, with over 40 yrs of experience, 10 intl offices, and its cloud platform, Auxadi helps 1000+ corporations expanding abroad.



Bloomberg Tax  
800-372-1033  
[www.bna.com/payroll](http://www.bna.com/payroll)

# GLOBAL PAYROLL WEEK SPONSORSHIP

*Global Awareness Campaign*



GPW highlights and celebrates the significant roles that multi-country payroll professionals play in ensuring the world's economy remains strong by providing accurate, on-time paychecks to employees around the globe.



In addition to significant brand exposure, a Global Payroll Week Sponsorship generates a return of investment and awareness for sponsors in the highly specialized global payroll market.

Check Out the 2020 Global Payroll Week  
Sponsorship Benefits  
**Here**





# CONTACT US

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20 Media Kit



Our goal is to partner with you to create a powerful marketing campaign for your organization, so you can maximize your business growth and strengthen client/partner relationships for success.

All opportunities can be bought individually; however, we highly recommend working together to create an overall campaign that will fit your objectives and budget.

Campaigns include discounts for your overall commitment and provide you with a comprehensive approach which includes opportunities in brand awareness, lead generation, thought leadership, content contributions, and face-to-face sales opportunities.

We're here to help! [Contact us](#) today to start connecting with the largest global audience of payroll professionals!

**[Advertising@GPMInstitute.com](mailto:Advertising@GPMInstitute.com)**