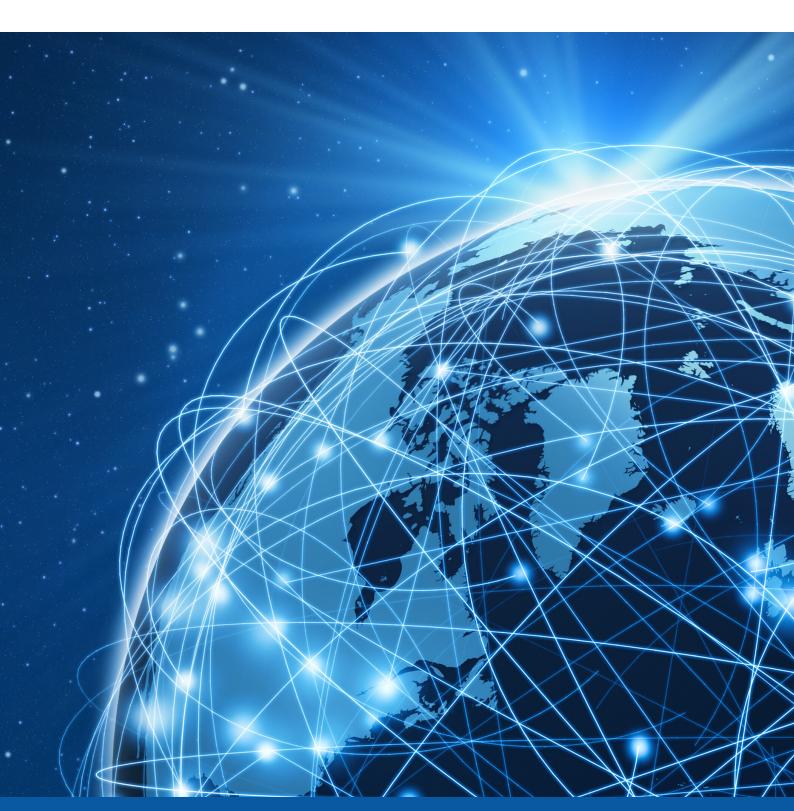
2020 GPMI MEDIA KIT

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





















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:





glassdoor



Google













MCKESSON





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



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: <u>Advertising@GPMInstitute.com</u>

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



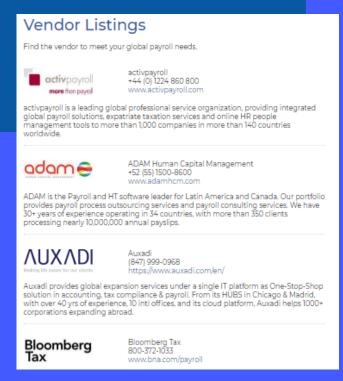
WEBSITE ANNUAL VENDOR LISTING

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



GLOBAL PAYROLL WEEK SPONSORSHIP

Global Awareness Campaign



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

Global Payroll Week Sponsorship
Results Report

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

Susan Garcia

Senior Manager of Vendor Relations

20 Media Kit 20 GPMI SGlobal Payroll Management Institute

Diane Enriquez

Vendor Relations Operations Manager

Yolanda Ramirez

Vendor Relations Trade Show Specialist

Kathleen Farrell

Marketing Operations Specialist

Matt Garcia

Sales Support Specialist

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! <u>Contact us</u> today to start connecting with the largest global audience of payroll professionals!