

## Our Mission

*The mission of the Charlotte Area Chapter of ASTD is to provide our members excellence in training and development services by enhancing their knowledge and skills, which impact the effectiveness of their clients, organizations, and communities.*



### ASTD Charlotte Chapter

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ASTD Charlotte  
Chapter

## Marketing Services



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[marketing@astdcharlotte.org](mailto:marketing@astdcharlotte.org)

## Who We Are. What We Do.



The American Society of Training and Development (ASTD) is a non-profit professional association serving over 45,000 practitioners, administrators, educators and researchers in the field of Human Resource Development (HRD).

The Charlotte area chapter was founded in 1975. To date, the chapter has over 180 members and is continuously growing. Our membership is diverse and includes training and development professionals in areas such as Financial Services, Government, Health Care, Insurance, Retail, Manufacturing, Computer Systems and Utilities. In

addition, our members are trainers, consultants, facilitators, coaches,



motivators, managers, instructional designers, project managers, e-learning specialists, teachers, and leaders in their fields.

## A La Carte Services

### Basic Table Sponsorship

Distribute your marketing materials during the networking hour at one of our monthly chapter meetings.

\$50

Stay and attend the meeting as a guest (a \$5 discount off the standard guest fee)

+\$25

### Newsletter Advertisements

Share your message with our members through our monthly newsletter, the Insight.

Business Card

\$25

Quarter Page

\$50

Half Page

\$100

Full Page

\$200

Full Page Insert (separate sheet front/back)

\$300

### Website Advertisements

Gain greater visibility by placing an ad on the chapter website. Go all the way on our Home Page or choose one of our other high traffic pages.

Home Page - Logo only

\$150

Home Page - Logo and single line of text

\$200

High Traffic Page - Logo only

\$100

High Traffic Page - Logo and single line of text

\$150

Minimum 3 month purchase required.

### Business Referral Service

Have potential clients find you by listing your company on our website. For additional impact, include a link to your website or sponsor a banner ad.

Standard Placement (includes business name, contact and phone number or email address)

\$150/\$50

Add Link

+\$25

Add Logo (no hyperlink)

+\$25

Add Logo with hyperlink to your site

+\$40

Add Banner Ad

+\$100

Minimum 3 month purchase required.

### Awareness Press Release

Raise awareness of your upcoming program or event by reaching our targeted group of professionals via mass email.

One exclusive email per 30 day period

\$50

## Packages

### Standard

\$100

Includes

Basic Table Sponsorship and guest attendance at chapter meeting

Business Card sized advertisement in the newsletter

### Deluxe

\$300

Includes

Basic Table Sponsorship and guest attendance at chapter meeting

Five minute presentation during the Chapter meeting

Quarter page advertisement for a 3 month period.

### Premium

\$650

Includes

Basic Table Sponsorship and guest attendance at chapter meeting

Ten minute presentation during the Chapter meeting

Quarter page advertisement for a 3 month period.

Logo placement on the Home page for 3 month period

One awareness email message

ASTD Members in good standing receive a 10% discount off all services offered.



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