



The Students of Project Management Specific Interest Group

Students of Project Management Specific Interest Group (SoPM) Web Site Advertising Rate Information

Thank you for your interest in advertising with the Students of Project Management Specific Interest Group (SoPM). At this time, we are only accepting advertising for our web site. However in the next year we will be opening up our monthly News Brief email and our quarterly newsletter, "Lessons Learned" for advertising opportunities.

SoPM SIG Mission

- Serve as a "welcome mat" to those new to the project management industry for quick immersion in current practices and trends, as well as a PMI introduction.
- Provide a mechanism for knowledge transfer between project management experts, innovators, leaders, and those new to the field.
- Encourage the continued study, curriculum development and academic research in the project management field at institutions of higher learning globally.
- Encourage PMI components to sponsor/mentor students.
- Facilitate student Local Interest Groups (LIG) development.
- Plan/coordinate the PMI Student Forum, the student paper competition, and student involvement at the annual PMI Seminars and Congress.

SoPM SIG History

The SoPM was chartered by the Project Management Institute at the September 2000 leadership meeting in Houston, Texas U.S.A. The SIG has grown from an initial group of 50 members to over 350 members on the 26th of March, 2005. The membership is made up of between 25% to 33% student members over the course of the year. The other 75% to 66% are long-term "seasoned" PM professionals in a variety of PM career callings. About 70% are residents of the United States; the other 30% are spread around the world for a true "global" reach. We have members in the countries of Canada, U.K., Germany, Australia, New Zealand, Hong Kong, Ireland, Taiwan, Peru, China and more. Our annual membership fee is a nominal \$10.00 in order to encourage student members, who live on a tight budget; to join. Our main communication conduit is through our list server at our web site: <http://www.StudentsOfPM.org>. We hold "virtual" membership drives in the Spring and Fall of the calendar year.

SIG Professional Reach – Where Our Members Work (Partial Listing)

Abbott Laboratories
Accenture
Agilent Technologies
American Red Cross
Apple Computer Ltd.
Bank of America
Boeing
Brother International
Cingular Wireless
Corning Inc.
Dell Inc.

Diebold Inc.
EDS
FleetBoston Financial
Gateway
General Dynamics
General Motors
Hewlett Packard
Home Depot
IBM
Intel Corp.
MetLife

National City
NCR
Northrop Grumman
Oracle Corp.
Pitney Bowes
Raytheon
SBC
Siemens
Toyota
Verizon
Xerox

SoPM Web Site Advertising

The SoPM has two ad options and related rate schedules for the web site. We encourage our advertisers to adhere to our Graphic Specifications in order to assure a quality representation of their goods or services. However, we will endeavor to work with our advertisers to represent their product(s) in a pleasing and professional manner. We ask the advertiser to fill out our **SoPM ADVERTISING ORDER REQUEST FORM** and **SoPM ADVERTISING RELEASE WAIVER FORM** when ordering a web site ad placement. Advertisement content must be in good taste and consistent with the goals of the SoPM.

Show Your Support For Students!!

In addition to showing your company logo on the Students of Project Management web site, we will be happy to supply the following graphic for your web site!



Of course this is optional, but it does show your support for the project management community and students in particular! Upon request, we can customize this message for your web site! On the next pages are our graphics standards and pricelist.

We look forward to working with you!



Loran W. Walker
Chairperson
Students of Project Management Specific Interest Group



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Web Site Options

Option 1: Website Graphics Advertising – Home Page Ads

Home Page Ads are great marketing tools that let you advertise your company or organization. They can be purchased based upon current availability. A maximum of five ad graphics is available on the SoPM home page with hyperlinks enabling visitors to go directly to your web site.

SoPM's graphic advertisements are 180 pixels x 180 pixels in size, square banners, which are linked directly to your web site. These graphic ads can be purchased on a quarterly, semi-annual or annual basis. All advertisements will be posted and/or updated on the first of every month. All requests must be submitted no later than one week prior to the desired posting date.

	Specifications/Requirements/Options
Images	*.gif *.jpg *.png accepted Maximum image size: 180 x 180 pixels Resolution 72 ppi (dpi) Maximum file size: 10K
Image Maps	Not accepted
Animated Images	GIF only; must be accompanied by a non-animated GIF to be considered; loop must stop after 4 seconds.
Naming convention	All lowercase letters, no spaces, include sponsor name and posting date in file name, in the format of yymmdd_sponsor.ext. Example: 040401_SoPM.gif
Alternate text for images	Optional. 10 words maximum (this will be used in the HTML ALT attribute for the IMG tag)
Ad copy	Not accepted

Option 2: Website Text-Only Advertising

Advertisers will be listed on the bottom of the page in the shared-border (This means it will appear at the bottom of every page in the public web site.) area based on the order in which they were received. Along with your URL for the hyperlink, you may include the name of the company promoting your company, product, or service. Placement of your link advertisement is on a first-come-first-served basis.

Website Advertising – Rates in U.S. Funds

Subscription	3 Month	6 Month	12 Month
Home Page Graphic Ad	\$300	\$500	\$900
Website Text Link Advertising	\$100	\$175	\$325



The Students of Project Management Specific Interest Group

Home Page Graphic Ad View

Students of Project Management SIG

Home **Welcome to Our Web Site!**

Mission

Why Join?

How to Join!

FAQ's

About The Logo

Purchase SIG Shirts!

We Did It!

Surveys

Members

Feedback

News Letter

PMI SIGs

PMI Chapters

PMI ED Foundation

PMI



Quick Links:

- ▣ [Feedback Form](#)
- ▣ [Volunteer!](#)
- ▣ [24/7 Discussion Forum](#)
- ▣ [About Student Chapters](#)
- ▣ [Our SIG's New PowerPoint Presentation](#)
- ▣ [Make this Page Your Browser's Home Page!](#)
- ▣ [Inside PMI - Leadership Meetings](#)

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Advertise @ SoPM.org

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Direct Links to Your Web Site!

Website Text-Only Advertising View

<u>TOP OF PAGE</u>	Support Our Sponsors!
	▣ Project Management Partners
<u>Updated October 31, 2004 by Webmaster</u>	▣ PMIALL
	▣ The PM Project

Appears at the bottom of every page in the public part of the SoPM Web Site.



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Ordering Process*

1. Complete and sign the Advertising Order Request Form and Release Waiver and enclose it with your payment.**
2. Do not forget to check what type of advertising option you are selecting in addition to the subscription duration. Web postings will occur on the first of every month.
3. All orders must be received by the deadline posted in the deadline table for the advertising type. If an order is received late, it will be held until the following month.
4. E-mail files to the SoPM Chair at chair@studentsofpm.org
5. Make checks or money orders **payable to the Students of PM SIG and mail to:**

**Students of PM SIG
c/o Mr. Loran W. Walker
5150 Stevens Road
Clarkston, MI 48346-4154
Attn: SoPM Web Advertising**

**Note: All website graphic advertising is restricted to the website pages made available by the SoPM. No warranty of available pages is given or implied. Advertising messages and organizations must abide by the SoPM web advertising policy and are subject to acceptance by the SoPM Chair. Advertisement content must be in good taste and consistent with the goals of the SoPM.*

***Note: We can only accept payment in check or money order form.*



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SoPM ADVERTISING ORDER REQUEST FORM

Web Advertising Selections

(Place an "X" in the appropriate boxes and write in the starting month desired for the ad, i.e. April, May etc.)

Place X Here			Web Advertising Type	Length	Amount	Start Month
			Home Page Ad	Three Months	\$ 330.00	
			Home Page Ad	Six Months	\$ 630.00	
			Home Page Ad	Twelve Months	\$1200.00	
			Text-Only Shared-Borders Ad	Three Months	\$ 135.00	
			Text-Only Shared-Borders Ad	Six Months	\$ 240.00	
			Text-Only Shared-Borders Ad	Twelve Months	\$ 400.00	

Amount Due: \$

Advertiser Contact Information

Company Name: _____

Contact Name: _____

Street Address: _____

City: _____ State/Prov: _____

Postal Code: _____

Phone Number: _____

Email Address: _____

Web Site Address: http://_____



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SoPM ADVERTISING RELEASE WAIVER FORM

References in the Project Management Institute Students of Project Management Specific Interest Group (SoPM SIG) Newsletter, News Brief – Text-Only, or other publication (Web site, E-mail Trailer) to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise, does not necessarily constitute or imply endorsement, recommendation, or favoring by the SoPM SIG.

We, the undersigned, as company representatives agree to this statement.

Company Name: _____

Authorizing Signature: _____

Printed Name: _____

Date: _____