

## **East Coast Sage Circle Advertising Policy**

Business Area of Responsibility: Director of Marketing

Author: Director of Marketing and Administrator

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### **POLICY:**

East Coast Sage Circle, Inc. (ECSC) accepts paid advertising for publication in electronic media communications that are targeted to ECSC members. Paid advertising for events, services, or products is accepted for the three ECSC communication vehicles detailed below. All advertising must be consistent with the mission statement of ECSC, and ECSC reserves the right to make the determination of consistency and to decline any advertising. In addition ECSC makes no representation and assumes no liability for products and services offered. ECSC will not provide any personal member information to advertisers.

The local areas of ECSC may not offer paid advertising. All paid advertising will be posted through any of the three ECSC communication vehicles detailed below, as chosen by the Advertiser.

### **DEFINITIONS:**

Advertising for services and products can include but is not limited to therapy, counseling, mediation, massage, jewelry, books, etc.

Advertising for events can include workshops, teleconferences, and seminars. ECSC will not advertise any religious or political events.

Members of ECSC are those who have completed the Woman Within Training Weekend and are registered on the ECSC database.

ECSC Communication Vehicles:

- Check-In – quarterly newsletter that is emailed to our list serve and is posted on ECSC web site
- Check It Out – biweekly email announcements to our list serve
- Blast Emails – your ad alone sent to our entire email list serve

### **PROCEDURES:**

The procedures, guidelines and pricelist for advertising will be set by the ECSC Board of Directors and reviewed as needed.

#### Guidelines:

- Flyers for Ads are accepted only in a Microsoft Word document with computer-generated or scanned artwork attached to an e-mail. Hand written copy and art will not be accepted.
- All ads must contain the statement, "Paid Advertisement" in the top right-hand corner of the flyer.
- Flyers should be formatted in the simplest format possible. The only fonts supported by our list serve vehicle are Arial, Arial Black, Arial Narrow, Comic Sans MS, Courier New, Georgia, Impact, Times New Roman, Trebuchet, and Verdana. Only these fonts should be used. Font size should be at least 10 pt.
- Flyers should **not** be designed with text boxes to separate information. Text boxes are not supported by our list serve vehicle.
- Our list serve vehicle does not support embedded Graphics and graphics formatted with text beside them. Graphics should be freestanding without text in front or beside them.

- Ads may be sent as many times as the Advertiser wishes to pay for. The dates Ad will be run and the ECSC Administrator and the Advertiser will determine the vehicle by which the ad will be sent when the Ad is submitted.
- Ad copy and artwork will be reviewed for compliance with publication standards as detailed in the current Fee Schedule. Ads that do not meet publication standards will be returned to the Advertiser for revision.
- Ads will not be edited without notification to the advertiser with the exception of change in fonts.
- Ads for Check-In newsletter are due to the editor according to the published deadline available from the editor.
- Ads for Check It Out and Blast Emails are due to the Administrator a minimum of 4 days before requested release date. Ads may be sent more quickly if there is space on the advertising schedule and the Administrator gives approval.
- Once the Ad has been accepted and the dates and vehicle have been set, an invoice will be sent via email to the Advertiser.
- Checks for payment should be made payable to East Coast Sage Circle and mailed to the Administrator. Credit cards are also accepted.
- Payment in full is due when the ad is submitted. The administrator will send a fee scale to each Advertiser. See current Fee Schedule for pricing.

#### **ADVERTISEMENT PLACED IN THE CHECK-IN**

ECSC publishes a quarterly newsletter called the “Check-In.” The Check-In is posted to the ECSC website and sent to members via email. Paid Advertisements are accepted for publication in the Check-In. The opinions expressed in advertisements and other materials in the newsletter are those of the authors and advertisers and not necessarily those of ECSC. ECSC holds no sponsorship or liability for paid advertisements in the Check-In newsletter.

Advertisements by members in the Check-In are encouraged. We reserve the right to edit all submissions for clarity, space, and consistency with the style of the Check-In. Contact the Check-In’s Managing Editor for more information.

#### Advertisements Costs for the Check-In

<u>page size</u>	<u>width</u>	<u>height</u>	<u>cost</u>
full page	7-1/4	9	\$75
half page	7-1/4	4-1/2	\$50
¼ page	4-1/2	3-1/2	\$30
business card	3-1/2	2	\$20
small ad	45-50 words		\$15

All advertisements must be sent to us as Microsoft Word documents attached to an email or cut and pasted into an email. Digital images should be saved as “tiffs” or “jpbs” and sent as an attachment. Please send all advertisements to the Managing Editor.