

QUESTION: policies/procedures written for advertising on your website

Sent: Monday, June 09, 2014 9:09 AM
To: CSAP Discussion
Subject: CSAP Discussion on Policies and Procedures for Advertising

A question from Mississippi:

CSAPers,

Does your state have any policies/procedures written for advertising on your website?

Rachel Powell, President
rpowellslp@gmail.com
Mississippi

RESPONSES

Kansas

Rachel,

We do not have specific language on our website (www.ksha.org), only contact information for advertisers in a "Contact Us" section. Advertisers can call or e-mail the central office for rates and other information.

However, in our bi-monthly newsletter, we have the following language in a section called "Advertising Information":

"The KSHA Connection is a bimonthly publication of the Kansas Speech-Language-Hearing Association. The deadline for submission is the 15th of the odd-numbered months. Please send address corrections. Third Class Mail is not forwarded. KSHA Members may advertise their services in the Connection to help facilitate a productive referral network. Business cards may be submitted at the per issue rate of \$15. Advertising of Positions Wanted is a free service of KSHA to its members. Print advertising of Position Available ads may be purchased at the per issue rate of \$50.00. Send all advertising materials to the Central Office. A position available ad may be purchased and posted at www.ksha.org. Encourage your employers to utilize this service. Acceptance of advertising does not imply KSHA's endorsement of the product or services. The Association reserves the right to reject advertising copy. KSHA does not accept responsibility for the accuracy

of statements made by advertisers. Neither KSHA, its officers, nor its staff is responsible for the statements/opinions published in the Connection. Articles and letters to the editor are welcome."

Hope this helps.

Doug Parham
President-Elect, CSAP
Past President, KSHA

Pennsylvania

WEB ADVERTISEMENT OF CONFERENCE/MEETINGS PSHA will place the following information on the PSHA website, free of charge:

Title of presentation

Presenter

Date/Time

CEU's

Contact person/phone number

See Submit A Meeting, to post your CE Event on the PSHA website.

Additional web advertising for Conferences/meetings may be purchased as

follows:

Ad Size Cost

Banner Ad w/link \$100

Banner Ad w/out link \$50

Link to a PDF file \$50

Banner ad size is to be no large than 234 x 60 pixels and any animation is

to be

limited to two cycles

Ads will be placed no sooner than three months prior to the meeting and

removed

one week following the meeting.

Banners may be placed for a longer period for an additional fee.

ADVERTISE A JOB POSITION AVAILABLE AT YOUR COMPANY on the PSHA Website.

Click here for guidelines and rates.

Vermont

Vermont does. www.vsha.us

under the Policies and Procedures link on the right side of the home page.

Lisa Durstin

Ohio

In Ohio we don't have a formal section of the procedures dedicated to the sale of advertising products. We do address ad space being sold to supplement income for publications:

"b. The Director and the publication editors may undertake appropriate activities, such as the sale of advertising, to make the publications program self-supporting. Any such activities must have prior approval of the EC."

And we do currently sell ad space on our website home and interior pages but we don't have procedures for that. The business office secures this ad space and advertises it when space opens.

There are specifics for ad space in the convention procedures for the website and other print ads available specific to that event.

Sandra Combs

New Jersey

We don't advertise non-NJSHA events on our website. Job postings on the website are handled through a company called Job Target.

Linda Tucker-Simpson
NJSHA, President