



WMGMA Website Advertising

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Revised: NA

Purpose of Policy

To establish guidelines to direct and manage the sale of advertising within the association and to members.

Policy

Association may sell advertising to interested parties within the guidelines established by the board.

Responsibilities

The Executive Director with assistance from association management staff shall manage advertising sales as directed by the Board of Directors. This includes reviewing advertising requests, notifying the President or Board as needed, publishing advertisements and managing the billing and payment of advertisements.

Guidelines

The Association uses the following guidelines to determine its acceptance of banner advertisements:

1. Advertising may be sold to members, affiliate members, and others as approved by the board of directors. Pricing to be determined during each year's budgeting process.
2. All advertisement is subject to approval of the board of directors, which reserves the right to reject or cancel any advertisement at any time.
3. Advertised products, services and other are within the association's mission and vision statement;
4. Advertisement is not an endorsement.
5. Any reference to Association in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the board's prior written approval in each instance.
6. All advertisements must clearly and prominently identify the advertiser by trademark or signature.
7. Association will not accept advertising that contains false or misleading claims, promotes illegal products, advocates for a political, religious or controversial



public position or candidate for public office, makes health claims that are not adequately substantiated, or are offensive or discriminatory.

About Banner Advertising

Banner advertising will rotate throughout the pages on the WMGMA website with the exception of the home page.

The number of times that a banner ad appears depends on the number of banner ads in rotation at one time.

WMGMA is unable to tie a banner ad to a particular page.

WMGMA can accept both static and animated banner ads. See “banner ad” specifications for more information.

Banner ads will appear on both the public pages and the “member only” pages.

WMGMA will include a URL with the banner ad to direct visitors to the advertiser’s website.

Visit www.wmgma.org, click on “About WMGMA” and scroll to the bottom to see an example of a banner ad.

Banner Ad Specifications and Process

Banner ads used on the WMGMA website must meet the following specifications:

1. Format: gif or a jpeg. If it’s animated it must be a gif.
2. Resolution: 72 dpi
3. Dimensions : 468 x 60 pixels

Sponsors may use Adobe Photoshop or any other image editing software to ensure that the banner ad meets these specifications.

WMGMA will work with those sponsors who need help with designing banner ads. Charges would be quoted at an hourly basis.



Association may change the terms set forth herein at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.

Banner Ad Pricing

6-month run static ad – Affiliate Member: \$250

6-month run static ad – Non Affiliate Member: \$500

6-month run animated ad (up to 3 different messages) – Affiliate Member: \$500

6-month run animated ad (up to 3 different messages) – Non Affiliate Member: \$1000

Banner ads will be posted to the WMGMA website after receipt of payment.