

CFUW Sudbury Policy for Website Advertising – Final

This procedure defines the policy for advertising on the CFUW Sudbury Website.

Approval by:

- President
- Committee Chair
- Executive Motion
- General Membership Motion

Written by Alison Sivers and Cynthia Mellaney

Dated: August 25, 2014

Policy for Website Advertising Final

Background

Formerly 'Notices from Members and Upcoming Events' were posted in the Newsletter. Given the exposure on the website www.cfuwsudbury.com, advertising by members, announcements and upcoming events will be supported electronically. Monies generated from the sale of ads will be used towards the CFUW scholarship program.

Size, Location, Price & Payment

- Two types of postings will be available: Text only and Text and image
- Ads will be posted on a webpage called "Announcements, Members' Advertising & Upcoming Events" <http://www.cfuwsudbury.com/announcements-members-advertising--upcoming-events.html>
- This page will feature announcements, upcoming events and advertising (slide show format)
- Ads will be posted on the website for 3 months at a time, unless a lesser time frame is requested
- Standard ad size for text and image will be a block of approximately 2 by 1½"
- Text and image ads will cost \$10.
- Text only ads will cost \$5.
- The CFUW member will be responsible for paying for the ad
- Ads may include businesses owned and operated by the CFUW member, their spouse and/or children
- Ads for not-for-profit groups when posted by a member will be free for a month (i.e. Girl Guide cookies for sale, fundraising for Run for a Cure/Ride for Heart/Walk for Diabetes, *et cetera*)
- When an ad is fulfilled (e.g. item for sale is sold, item wanted is obtained), the advertiser should notify the Webmaster(s) by email to remove the ad
- When an advertisement is about to expire, the Webmaster(s) will notify the person who submitted the ad, by email
- Submissions for ads should be sent to cfuwsudbury@gmail.com with Attn. Webmasters in the subject line. Electronic submissions are preferred but paper copies may be submitted in person
- Text and image ads should be either .pdf or .jpeg format
- Payment for ads will be cash or cheque only and must be received prior to placement of the ad; cheques are to be made payable to 'CFUW Sudbury'; all monies are to be given to the Treasurer, or Co-Presidents if the Treasurer is unavailable

Categories of Ads

- Items for sale
- Items needed
- Local businesses
- Member ventures (i.e. Avon sales rep, home business or hobby)
- Services
- Fundraising/Not-for-Profit groups

Content Guidelines

- Advertisements should not contain any content that is likely to cause serious or widespread offense to the average consumer (e.g. violence, sexuality, drugs, nudity, offensive language, insensitivity to religious beliefs and/or physical/mental disabilities)
- Ads must not contain false, misleading, fraudulent, or deceptive claims or content

- All components of an ad, including any text, images, or other media, must be relevant and appropriate to the product or service being offered and the audience viewing the ad
- Ad text must include proper grammar and the use of all symbols, numbers, or letters must adhere to the true meaning of the symbol
- Links to outside websites will be permitted using a “click here for more information” line under the ad
- Ads must clearly represent the company, product, service, or brand that is being advertised
- Advertisers must ensure that their ads comply with all applicable laws, regulations and guidelines
- All claims in ads must be adequately substantiated
- Ads must not contain or promote illegal products or services
- Ads must not violate the rights of any third parties
- Ads may not include content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights

We reserve the right to reject, approve or remove any ad for any reason, in our sole discretion, including ads that negatively affect our relationship with our users or that promote content, services, or activities, contrary to our position, interests, or advertising philosophy. These guidelines are subject to change at any time.