

## **NAJIT ADVERTISING POLICY**

NAJIT recognizes that marketers or other organizations view the NAJIT community as an attractive audience for advertising, promotions or other marketing initiatives. This Advertising Policy is meant to guide the association in ensuring that all recognition-related or advertising initiatives involving NAJIT are properly approved and consistent with NAJIT's values and public image.

## **CANCELLATION/REFUND POLICY**

Refunds for advertising are permitted if written notice of cancellation is received 30 days or more prior to the scheduled advertising run date, and a processing fee of 25% or \$25, whichever is greater, will be applied. Refunds will not be provided if notice of cancellation is received less than 30 days prior to the scheduled advertisement run date.

## **SCOPE**

For purposes of this policy, the term "advertising" encompasses any materials used to promote or direct the audience's attention to an external organization, product, service or event, including advertisements in NAJIT publications or website, posters, signs, banners, notices, handbills, flyers, leaflets, e-mails, or brochures. This policy applies to all physical, electronic and "virtual" spaces or facilities available from NAJIT, including in-person events.

## **ADVERTISING THAT IS NOT PERMITTED**

The NAJIT Board of Directors reserves the right to refuse advertisements that are deemed inappropriate. Examples of inappropriate advertisements include, but are not limited to, those using discriminatory or exclusionary language based on race, gender, mental or physical disabilities, ethnicity, or national origin. Advertisements and other promotional activities that are in direct conflict with NAJIT activities, initiatives, events, and/or publications, or that may be contrary to any of NAJIT's policies or organizational purposes, will also be refused by the Board.

## **NAJIT FACEBOOK GROUP**

- The Facebook group will be a members-only group. The page will be used primarily to announce and promote NAJIT news and events.
- Events sponsored by for-profit entities can be posted on the NAJIT Facebook page if there is a minimum NAJIT member discount of 15%, for a maximum of one event per month. After that one-time courtesy posting, a paid advertisement in any one of NAJIT's other media will be necessary to promote the event, activity or product in question.

## **NAJIT CYBERNEWS EMAIL BLAST:**

- Monthly email sent to members only

- A space will be available for a clickable advertisement 160 pixels wide and up to 200 pixels high in the right sidebar (top item)
- Monthly ad pricing:
  - Members: \$40
  - Non-Members: \$60
- 3 Month Pricing:
  - Members: \$100 (save \$20)
  - Non-members: \$150

## BLOG

NAJIT offers the following advertising space in relation to NAJIT's Blog (The NAJIT Observer – TNO) which consists of the following:

- Weekly email sent each Friday to approximately 6,000 people
  - Banner ad below blog excerpt, 580 pixels wide, 100 pixels high
  - 1 Month (4 weeks) pricing:
    - Members: \$190
    - Non-Members: \$240
  - 3 Month pricing:
    - Members: \$520 (save \$50)
    - Non-members: \$650 (save \$310)
- Individual Blog Posts
  - Clickable advertisement 250 pixels wide, 250 pixels high (must be square) in right sidebar of every current and past blog post,
  - Traffic driven every Friday via email blast
  - 1 Month (4 weeks) pricing:
    - Members: \$170
    - Non-Members: \$220
  - 3 Month pricing:
    - Members: \$460 (save \$50)
    - Non-Members: \$ 575 (save \$85)

## CALENDAR:

NAJIT will post events of interest to its members sponsored by other nonprofit organizations and NAJIT Corporate members free of charge on its calendar webpage, limited to one per month for Corporate members. The posting submitted for inclusion in NAJIT's calendar should include the following information:

- Name of event
- Date(s)
- Location
- Link to organizer information page
- Link to registration page

The NAJIT Board of Directors reserves the right to decline postings of events that conflict with NAJIT events or may otherwise be at odds with any of NAJIT's policies or organizational purposes. Events sponsored by for-profit entities can be posted if there is a minimum NAJIT member discount of 15%, for a maximum of one event per month. After that one-time courtesy posting, a paid advertisement in any one of NAJIT's other media will be necessary to promote the event, activity or product in question.

Approved by the NAJIT Board of Directors September 30, 2020

Revised and approved March 7, 2021