

## **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 within 30 days of the scheduled advertisement run date.

## **SCOPE**

For the purposes of this policy, the term "advertising" encompasses any materials used to advertise or promote an organization, product, service or event, including advertisements presented in publications or on NAJIT Websites, posters, signs, banners, notices, handbills, flyers, leaflets, e-mails, or brochures. This policy applies to all NAJIT physical, electronic and "virtual" spaces or facilities, 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.

## **NAJIT FACEBOOK GROUP**

- The Facebook group will be a members only group. This page will be used primarily to announce and advertise NAJIT news and events.
- For-profit events may be posted on the NAJIT Facebook group only if a minimum discount of 15% is offered to members.

## **NAJIT CYBERNEWS EMAIL BLAST:**

- Monthly email sent to members only
  - A space will be available for a clickable ad 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 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
- Individual Blog Posts
  - Clickable ad 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

## **CALENDAR:**

NAJIT will post events for nonprofits and NAJIT Corporate members on its calendar webpage free of charge. The posting will 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 posting an event that conflicts with a NAJIT event or may otherwise be at odds with any of NAJIT's policies or organizational purposes. For-profit events can be posted if there is a NAJIT member discount of a minimum of 15%.

Approved by the NAJIT Board of Directors September 30, 2020