

## APICS PHOENIX CHAPTER

**POLICY NUMBER:** 07-052

**POLICY TITLE:** Chapter Newsletter Advertising Policy

**REVISION NUMBER:** D

**DATE:** 12 October 2000

### 1. PURPOSE

The purpose of the policy is to delineate the process for placing advertisements in the APICS Phoenix Chapter monthly newsletter, The Sahuaro. This Policy is a revision of the policy originally issued as Policy 07-010 and, when the position of VP-Publicity was abolished, it was reissued as 01-006. As the Newsletter is now the responsibility of the VP-Marketing, it is being reissued as a Marketing policy.

### 2. PHILOSOPHY

The Chapter will accept advertisements for placement in the newsletter both as a service and, to a lesser degree, as a source of publication offset funds. Placement of advertisements is, always, subject to space availability and appropriateness.

### 3. SCOPE

This policy is applicable to all individuals and/or business entities submitting advertisements for placement in the monthly newsletter.

### 4. POLICY/PROCEDURE

#### a. Newsletter Publication and Distribution

The newsletter is published on a monthly basis with a page size of 8 1/2" by 11" and a portrait orientation. Orders for advertisements to be published in the newsletter may be placed with the Chapter for a period of 3 consecutive months. The number of copies of the newsletter distributed varies from 750 to 950; however, an exact quantity cannot be guaranteed.

#### b. Advertising Copy and Artwork

Camera-ready material is required from the advertiser. Advertisement size will be limited to 1/4 of a newsletter page. All artwork will remain in possession of the Chapter or its agent, unless the advertiser requests that it be returned.

#### c. Placement

Page selection and relative placement on the page is solely at the discretion of the Newsletter Editor to meet layout requirements.

#### d. Advertising Rates

The monthly rates for placing an advertisement in the Chapter Newsletter is:

1/2 page	\$85.00	1/6 page (vertical)	\$40.00
1/3 page (square)	\$60.00	1/6 page (horizontal)	\$40.00
1/3 page (vertical)	\$60.00	Business Card	\$40.00
1/3 page (horizontal)	\$60.00	Flyer Insert	\$150.00

NOTE: For every 5 paid advertisements, a client will be given one free advertisement as a discount.

Rates are subject to change with 30 calendar day notice to the advertiser.

- e. Orders for newsletter advertising may be placed with the Chapter Administrative Support Organization using the form attached at inclosure 1. Copies may be requested from the Chapter Administrative Support Organization, currently SAMinc, at 480-496-4331.
- f. Charges and Terms of Payment  
Upon acceptance of an advertising contract, the Chapter will mail/FAX an invoice to the advertiser with payment terms of net 30 days from the publication date. The deadline for acceptance of advertising copy is the 1st day of the month preceding the desired month of publication. Any advertiser with an outstanding, unpaid invoice will have their advertisement removed from publication until their account is brought current. In the event of non-publication of the Newsletter in a given month, no invoice will be sent and the term of the contract will be automatically extended for one month.
- g. Cooperative Advertising for Non-Profit/Not-for-Profit Organizations  
No-charge advertising is available to non-profit/not-for-profit professional and educational organizations having reciprocal advertising policies with regard to advertisement size and frequency. Advertising will be limited to one insertion per organization per quarter and will be handled on a first-come, first-served basis. Only one non-profit/not-for-profit advertisement will be run in the Newsletter per month.
- h. Disclaimer  
Acceptance of a paid advertisement does not constitute an endorsement of the advertiser by the National APICS organization nor by the APICS Phoenix Chapter. Paid advertisements are provided as a reference source for our members and subscribers only. The Chapter reserves the right to refuse advertising or cancel an advertisement at any time and for any reason.
- i. This policy will be reviewed by the VP - Publicity and the Newsletter Editor on an annual basis and formal changes made as required.

5. ATTACHMENTS/OTHER CLOSELY RELATED POLICIES/PROCEDURES

- a. Attachments  
APICS Advertising Order/Agreement Form
- b. Closely Related Policies/Procedures/Documents - None

6. RESPONSIBLE FOR MAINTENANCE AND COUNSEL CONCERNING THIS POLICY:

- VP - Marketing
- Editor - Chapter Newsletter