

## WASLA Advertising Policy and Guidelines

- All advertising is at the discretion of the WASLA Executive.
- This policy is also subject to change at the discretion of the WASLA Executive.
- Prices subject to change without notice at the discretion of the WASLA Executive.
- The options for advertising include: *ic3* journal, WASLANet listserv and the WASLA website.
- Application form (see Appendix A) will be available on the Association website and below.
- Moderation by the President of the Association.

**Contact point:** President's email <[president@wasla.asn.au](mailto:president@wasla.asn.au)>

- Advertising occurs when the Association is approached by an outside organisation with the purpose of advertising a service, event or product.
- The WASLA Committee reserves the right to include information about services, events or products it deems useful for members to know about.

### Commercial organisations

- Commercial organisation definition: where an organisation is making a profit from a transaction.
- The organisation may be a corporation, business, individual or a school.

#### *ic3* Journal

Liaison with the *ic3* Editor

Per issue:

- Full page advertisement \$500, location - back inside cover, or back page.
- Half page advertisement \$250, location - back inside cover, or back page.

#### WASLA website

Liaison with the Web Manager

Duration 12 weeks:

- **Advertising Bulletin Board** - link from the front page – one level down.
- \$500 per advertising period.

#### WASLANet listserv

Liaison with the Web Manager

Duration 4 consecutive messages a week apart:

- Text message only (no graphics), \$100 per advertising period (4 weeks)
- Text and graphic messages, \$200 per advertising period (4 weeks)

### Not-for-profit Organisations – no charge

- Not-for-profit definition – where an organisation is a not-for-profit organisation, or does not stand to make a profit for the advertised activity.
- The organisation may be a school, individual, a not-for-profit association, or a library.
- Where parties are exchanging services or products, this is deemed not-for-profit.
- Publication will be considered for the *ic3* journal, WASLANet and the WASLA website.
- Please communicate with the Executive Officer [wasla@wasla.asn.au](mailto:wasla@wasla.asn.au) who can provide the contact details of the committee liaison

### *ic3* Journal

Liaison with the *ic3* Editor

Per issue:

- Quarter page advertisement, location - back inside cover, back page.
- Text vignette, location - back inside cover, back page.

### WASLA website

Liaison with the Web Manager

Duration 12 weeks:

- ***Advertising Bulletin Board*** - link from the front page – one level down.
- Per advertising period (12 weeks).

### WASLANet listserv

Liaison with the Web Manager

Duration 4 consecutive messages a week apart:

- Email suitable, per advertising period (4 weeks)

### WASLA Executive consists of:

President, Vice President, Treasurer and Secretary



## Appendix A:

# Western Australian School Library Association

Send this application to the **President** <president@wasla.asn.au>  
Applications must be made in a timely fashion to facilitate WASLA committee meetings.  
This application is made in acceptance of the WASLA Advertising Policy and Guidelines document available on the WASLA website.

## Advertising Application Form

Name: \_\_\_\_\_  
School/Organisation: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: Work \_\_\_\_\_ Other \_\_\_\_\_

## Advertising Options:

### Commercial organisations:

WASLA Inc. provides for the following advertising options for commercial organisations, please tick which option you would like to apply for:

| <i>ic3</i> Journal Options |                          |                                                                                                                                |
|----------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/>   | \$500 per issue          | Full page advertisement located <ul style="list-style-type: none"> <li>• back inside cover, or</li> <li>• back page</li> </ul> |
| <input type="checkbox"/>   | \$250 per issue          | Half page advertisement located <ul style="list-style-type: none"> <li>• back inside cover, or</li> <li>• back page</li> </ul> |
| WASLA website              |                          |                                                                                                                                |
| <input type="checkbox"/>   | \$500 per 12 week period | Advertising Bulletin Board – Link from front page (one level down)                                                             |
| WASLANet listserv          |                          |                                                                                                                                |
| <input type="checkbox"/>   | \$100 per 4 week period  | Email suitable message, text and graphics, one week apart for 4 weeks.                                                         |