

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>

- 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 3 consecutive messages a week apart:

- Text message only (no graphics), \$100 per advertising period (3 weeks)
- Text and graphic messages, \$200 per advertising period (3 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 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 Journal Options</i>		
<input type="checkbox"/>	\$500 per issue	Full page advertisement located <ul style="list-style-type: none"> • back inside cover, or • back page
<input type="checkbox"/>	\$250 per issue	Half page advertisement located <ul style="list-style-type: none"> • back inside cover, or • back page
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.