



Western Australian School Library Association Inc.

WASLA Advertising Policy and Guidelines

- All advertising is at the discretion of Senior Exec of the WASLA Committee.
- This policy is also subject to change at the discretion of the Senior Exec of the WASLA Committee.
- Prices subject to change without notice at the discretion of the Senior Exec of the WASLA Committee.
- Moderation by the President.
- All posts to the listserv will be sent a standard message. See Appendix 1

Contact point: President's email

- 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.

Advertising:

- ic3 Journal
- WASLANet listserv
- WASLA website

Commercial organisations

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

ic3 Journal

Liaison with the Editor.

Per issue:

- full page advertisement \$500 +GST, location - back inside cover, back page.
- half page advertisement \$300 +GST, 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.
- \$300 + GST per term (10 weeks). Logo +link

WASLANet listserv

Liaison with the Web Manager.

Duration 3 consecutive messages a week apart:

- Text message only, \$100 per term (3 weeks)
- Text + graphic, \$200 per term (3 weeks)

Not-for-profit Organisations

- Not-for-profit definition – where an organisation is not making a profit from a transaction.
- The organisation may be a school, an association, 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.
- No charge will be incurred.

ic3 Journal

Liaison with the Editor.

Per issue:

- full and half page advertisement, location - back inside cover, back page.
- text vignette, location - back inside cover, back page.

WASLA website

Liaison with the Web Manager.

Duration 10 weeks:

- *Advertising Bulletin Board* - link from the front page – one level down.
- per term (10 weeks).

WASLANet listserv

Liaison with the Web Manager.

Duration 3 consecutive messages a week apart:

- Text message only, per term (3 weeks)

Senior Exec

President, Vice President, Treasurer, Secretary, Web Manager, Executive Officer