

## Guidelines for Advertising in AAUPOC Electronic Media

- Available advertising options and rates:

Advertising options	Display and duration of the advertisements	Fee
AAUPOC webinar sponsorship	<p>The link or the logo of the business will be displayed in the webinar flyer and the recorded webinar posted on AAUPOC website. Sponsorship will be acknowledged during the webinar.</p> <p>In addition, the sponsor’s logo will be displayed for a <u>12 month period</u> in the AAUPOC main webpage as a clickable icon linked directly to the detailed advertisement or sponsor’s website.</p> <p>Link for the “Mock up” web page for advertisement display:  <a href="http://operaalumni.com/sponsors.html">http://operaalumni.com/sponsors.html</a></p>	\$250
Advertisements for AAUPOC website	<p>Individual advertisement will be displayed for a <u>12 month period</u> on the AAUPOC website, as a clickable icon in the column titled “Sponsors of the AAUPOC scholarships for year 20XX”, with the clickable icon linked to the detailed advertisement or sponsor’s website.</p> <p>Link for the “Mock up” web page for advertisement display:  <a href="http://operaalumni.com/sponsors.html">http://operaalumni.com/sponsors.html</a></p>	\$100
Advertisements for AAUPOC Newsletter	Half a page advertisement will be displayed in the biannual newsletter.	\$50
Advertisements for AAUPOC Facebook Page	Advertisement will be posted in the AAUPOC Facebook page as an image or video advertisement of 3 to 5 min	\$50

- Format and submission procedure: The advertisements with brief details and contact information of the business (business card, logo, web-link, pre-prepared advertisements

etc.) can be sent in any editable electronic format to the AAUPOC email (aaupoc@yahoo.ca).

- Type of Advertisements: The non-religious and non-political advertisements will be accepted to publish in the AAUPOC website, FB page and Newsletter. The content, images and the type of the business to be advertised in the AAUPOC electronic media (AAUPOC Website, FB page or Newsletter) will be subjected to pre-approval by the incumbent Executive Committee of the AAUPOC.
- Call for advertisements: An e-mail will be circulated to the AAUPOC membership by the Secretary of the AAUPOC to request member’s help in soliciting advertisements by themselves or their personal contacts. The available e- advertising options, details and duration for the display, advertisement submission format, the amount of sponsorship, and submission procedure will be briefed in the e-mail, or as an attachment.
- Advertisement collection procedure: Editor of the AAUPOC will prepare and update a list of potential/committed sponsors based on the feedback from EC and the AAUPOC members. The updated list will be circulated among the EC members.
- Each potential sponsor will be reached out by an EC member to collect the advertisement, and the list maintained by the Editor will be updated accordingly, as shown below:

Name and contacts of the Potential sponsors	Contacted by /Date	Outcome

- Provision for editing and formatting: The Editor and the Web administrator will do the necessary editing and formatting of the received advertisements and such revisions and revised advertisement will be sent to the sponsor for verification and acceptance prior to its final posting.
- Extension of the hosting period: The period of hosting the advertisement in the AAUPOC Facebook or the Website can be extended upon mutual agreement between the AAUPOC and the sponsor with the corresponding payment.
- Right of withdrawal: In an unlikely event of the sponsor wanting to withdraw the advertisement from the Website or FB page during the hosting period the sponsor can inform AAUPOC via an email request sent to [aaupoc@yahoo.ca](mailto:aaupoc@yahoo.ca). The advertisement will then be removed with no full or partial reimbursement of the donation.
- Payment method: Payments for all the advertisements should be made by an e-transfer to [aaupoc@yahoo.ca](mailto:aaupoc@yahoo.ca) or a check payable to “Alumni Association of University of Peradeniya – Ottawa Chapter (AAUPOC)” at the submission of the advertisement.