



Advertising Policy

Policy No. ## [if policy already has an assigned #; otherwise not needed]

Effective Date: September 26, 2017

Last Revised: none

Policy Owner: Secretary

Policy Contact: secretary@ania.org

1. Reason for Policy

ANIA supports a fair and equitable approach to companies who provide goods and services to our membership in advertising those goods and services. This policy works in conjunction with ANIA's Privacy Policy.

2. Policy Statement

ANIA seeks to provide equal access to advertising opportunities in ANIA publications, social media and other avenues to reach our members. All advertising by non-ANIA vendors of goods and/or services that have an associated cost to ANIA members must have prior approval of ANIA's management company and signed contracts in place.

3. Scope

This policy applies to all non-ANIA vendors of goods and/or services. It does not include free educational opportunities or any ANIA chapter sponsored activities.

4. Definitions

Terms specific to this Policy.

Free Educational Opportunity	Any educational offering that has no cost to member attending.
ANIA chapter sponsored activities	Those activities sponsored by the chapter such as meetings, educational events or other events according to policy or bylaws.

Vendor	A vendor is an individual or company selling goods or services to someone else.
Electronic advertising	Includes website, ANIA Connect and Chapter Portals and any other official ANIA electronic format.

5. Procedures

Procedures outline how the policy's requirements will be met.

5.1 Formal Advertising	
Conferences	Handled by ANIA's management company
Electronic (such as website, eNews), journals or other publications)	Handled by ANIA's management company
Chapter Advertising	Handled by chapter leaders, Regional Directors, and/or ANIA's management company as needed.

5.2 Informal Advertising	
Advertising in discussion boards	Any posting deemed to be advertising by ANIA or their management company will be denied during moderation process or removed as necessary.

6. Forms

Links to any forms needed to meet the policy's requirements. Use of links recommended, however, forms can also be uploaded directly to the policy page, if necessary.

Title	Link
None	

7. Responsibilities

ANIA's management company, Board of Directors, and Social Media committee have responsibility for monitoring compliance with this policy.

8. Policy History

Revision Date	Author (BOD, Committee)	Description
XX-XX-XXXX		[Brief & specific description of change]
XX-XX-XXXX		[Brief & specific description of change]