

## **NOTIS POLICY DOCUMENT #6**

### **NOTIS ADVERTISING POLICY**

#### **I. General**

- A. NOTIS shall strive to promote the Objectives of the Society as listed in Article I of its bylaws in all its advertising activities.
- B. Members of the Society shall receive preferential rates wherever advertising fees apply.

#### **II. Marketing and Promotion of the Association**

- A. Advertisements are placed by NOTIS for the following purposes:
  - 1. to inform potential members of the Society's existence and to encourage them to join;
  - 2. to inform clients of our members' services, through our directories, and to encourage clients to use our members' services;
  - 3. to maintain NOTIS' standing as a professional organization among our sister organizations and among other professional associations, both regionally and nationally;
  - 4. to promote events and training sponsored by NOTIS.
- B. The Society shall place listings in appropriate professional directories or "Yellow Pages" for which the cost of listing is moderate, as determined by the Executive Committee. Additional "outreach" activities may be undertaken as the Executive Committee deems fit. Advertising shall remain an ancillary activity of NOTIS, and advertising costs shall not assume a disproportionate share of the NOTIS budget.
- C. Advertisements placed by NOTIS shall meet the following criteria:
  - 1. they shall represent the Society as a serious-minded group of professionals;
  - 2. they shall avoid the appearance of inappropriate commercialism;
  - 3. they shall use the Society's standard logo, typefaces and "look" whenever possible;
  - 4. they shall be carefully reviewed for correct grammar, spelling and accuracy;
  - 5. they shall be esthetically pleasing.

### **III. *NOTIS News and the Electronic NOTIS News (ENN)***

- A. In accord with the by-laws revision of 1996, members and non-members alike may advertise in *NOTIS News*.
- B. The Editor shall have the responsibility for accepting or rejecting advertisements for *NOTIS News*, in consultation with the Editorial Board if necessary.
- C. Preference shall be given to advertisements directly concerned with translation and/or interpretation. Advertisements for ancillary products and services may be accepted if, in the judgment of the Editor, they are of potential use and benefit to our members in their professional activities.
- D. Advertisements accepted shall be consistent with *NOTIS* publication standards. *NOTIS* reserves the right to refuse any advertisement.
- E. Rates shall be set by the Editorial Board and confirmed by the Executive Committee.
- F. No charge shall be made for a simple text listings of information on continuing education opportunities in the region, or for conference information.
- G. *ENN* will not contain advertising. Advertising that appears in the print edition will not be included when *NOTIS News* is posted on the *NOTIS* Web site.

### **IV. *Directory and NOTIS InfoBase (NIB)***

- A. Advertisements accepted for the *NOTIS Directory* shall refer only to translation and interpretation services.
- B. Advertisements accepted shall shall be consistent with *NOTIS* publication standards. Negative advertising will not be accepted. *NOTIS* reserves the right to refuse any advertisement.
- C. Rates shall be set by the Directory Committee and confirmed by the Executive Committee.
- D. The electronic downloadable version of the member services directory (*NIB*) will not contain advertising. Advertising that appears in the print edition will not be included on the *NOTIS* Web site. When an online version of the member services directory becomes available, *NOTIS* may choose to sell directory advertising within it.

### **V. *NOTIS Web site***

- A. *NOTIS* authorizes online advertising on the *NOTIS* Web site within the following guidelines:
  - 1. *ENN* will not contain advertising. Advertising that appears in the print edition

will not be included when *NOTIS News* is posted on the NOTIS Web site.

2. The electronic downloadable version of the member services directory will not contain advertising. Advertising that appears in the print edition will not be included on the NOTIS Web site. As technological capability increases, and when an on-line version of the member services directory becomes available, however, NOTIS may choose to sell directory advertising within it.
3. With few other exceptions, online advertising will be restricted to a separate classified ads section on the NOTIS Web site. Sections will be devised as needed and best-suited, such as employment, and products and services.
4. The banner on the NOTIS home page will continue to be used to publicize NOTIS events or as a service for sister organizations. Requests from other organizations to use the banner space will be approved by the NOTIS Executive Committee.
5. Advertiser rates will be based on the statistics provided by the Internet Service Provider (ISP). Initially NOTIS will base its online ad rates on "hits." While the "hit" measurement is also somewhat imprecise, it is a generally accepted method for calculating Internet advertising rates. Other methods may be chosen as they become feasible.
6. NOTIS will take every reasonable measure to obtain comprehensive statistics from the ISP NOTIS uses for its Website. Since NOTIS will be using these statistics to formulate advertising rates, NOTIS will undertake to keep and maintain good records of this information and be prepared to answer advertiser questions regarding advertising rates and the subsequent performance of the advertising as indicated in the data provided by the ISP. Should the ISP fail to provide adequate statistics, thereby creating a problematic situation for NOTIS, NOTIS will take the necessary steps to attempt to rectify the situation with the existing ISP or, should this prove unmanageable, to identify and contract a new ISP, if the Executive Committee determines that this is the appropriate remedy.
7. The NOTIS Executive Committee will consider and approve discounts and advertising packages as needed. These will be confirmed in a separate rate sheet and revised and updated as needed.
8. NOTIS assumes no responsibility for the content of the advertising it accepts or the accuracy of any claims therein. NOTIS advertising rates are subject to change without notice. NOTIS will post disclaimers to this effect in the classified section of the NOTIS Web site and include it in the advertising materials it disseminates to potential advertisers.
9. NOTIS will set up appropriate logistical parameters to manage the operational details connected with managing online advertising, using the input of the Electronic Brain Trust.

**Adopted by the NOTIS Board \_\_\_\_\_, 1998**

## **BACKGROUND INFORMATION (not part of policy document)**

The need for an integrated advertising policy has become evident through the increased role of the Internet in the information services NOTIS provides to its members and interested parties at-large.

In the print arena, NOTIS publishes a quarterly newsletter, the *NOTIS News*, and an annual member services directory and accepts advertising in each.

In the electronic arena, NOTIS maintains an Internet Website, providing a wide range of information to its membership and interested visitors. The NOTIS Website includes electronic versions of the *NOTIS News* (ENN) and the member services directory and each may be downloaded. The NOTIS Website also includes an events calendar, membership information along with an online membership application, archives and resource "links" designed to provide quick access to Websites of possible interest to translators and interpreters, such as organizations similar in vein to NOTIS, or booksellers and other vendors of products used in the translation and interpretation professions.

To date, the NOTIS Website has not included advertising; in great part to keep the site information oriented, even academic in certain respects, and to avoid appearances of commercialism. Advertising that appears in the print editions of the *NOTIS News* and the member services directory does not appear in the electronic versions of these publications. And the banner at the bottom of the home page has been used strictly to publicize NOTIS events.

NOTIS has also been using email to communicate with members, in part as a publicity tool to remind members of upcoming events and also to relay information about job opening as a public service to entities wishing to make contact with NOTIS members.

The successful introduction of advertising in the print edition of the member services directory in 1997 enabled NOTIS to offset production costs. NOTIS anticipates future advertising revenues may cover virtually all costs related to the member services directory.

This successful implementation of directory advertising begged the question of whether to accept online advertising as a service to NOTIS members and those with services and products of potential interest to translators and interpreters and to provide revenue to cover the annual cost of maintaining the NOTIS Website. And if online advertising were introduced into the NOTIS Website, how best to do it so that the revenue potential and the prospect of providing a valuable service to members and interested parties is balanced with an intellectual, information oriented site that is not commercial consistent with NOTIS goals and objectives.

