

NSC Advertising Policy

Definition - Advertising is the activity of attracting attention to a product or business by announcements in print, broadcast, or electronic media.

The NSC Compass Newsletter - Advertising is permitted.

The Compass Editor shall accept ads and/or graphics from a business in a usable format along with a prepaid fee. Content of the advertisement shall relate to sailing or to the activities of the club and shall be approved by the Compass Editor, or, in the event of any concerns, by the Communications Officer. The advertising rates shall be presented annually by the Compass Editor/Communications Officer to the Fleet Council, for approval. The maximum amount of advertising in an issue of the NSC Compass Newsletter shall be 2 pages or 20% of the content.

The NSC Web Site - Advertising is not permitted.

Members of the club may post "advertising content" blogs under "Cool Web Links." Content is limited to text only, no graphics, and relate to sailing or to the activities of club and shall be approved by the NSC Webmaster, or, in the event of any concerns, by the Communications Officer. Messages may refer to web sites, provide links to web sites or contact information for sailing-related commercial activities.

The Yahoo! Groups NSCpa - Advertising is not permitted.

Access to this private Yahoo! Group is available to people interested in current announcements and sharing information about sailing at Lake Nockamixon and the club. Messages may refer to web sites, provide links to web sites or contact information for sailing-related commercial activities.

NSC Events - Advertising is not permitted.

Reference to commercially available products and/or services is acceptable within the context of the Event's purpose if the announcement of the Event clearly states the nature of any commercial involvement. Sponsors of NSC Events may not charge Club Members to participate.

Endorsements - NSC shall not endorse any commercial venture, product, or service.

This Policy was Approved Unanimously at the Fleet Council Meeting on February 21, 2011.

2011 Advertising Rates: The Advertising Rates for the Compass Newsletter for 2011 were proposed and presented to the Fleet Council to be: \$25 for 1/4 page, \$50 for 1/2 page, and \$100 for a full page.

These Advertising Rates were Approved unanimously at the Fleet Council Meeting on February 21, 2011.