

# Advertising Policy Document

## **Purpose**

1. To maintain consistency in deciding what should and should not be advertised by ICCA
2. Uniformity & control in using all the advertising tools available to ICCA
3. Guidelines for the Vice President, Webmaster and Radio coordinator of ICCA to follow

## **ICCA Advertising tools**

1. Web site – members & public
2. email – members
3. Radio – members & public
4. Newsletter - members

## **What ICCA will advertise/announce**

1. ICCA programs
2. Programs of other cultural and non profit organizations that will be of interest to members
3. Advisories from the city of Saskatoon
4. Announcements from Religious groups (Subject to approval of the ICCA board, when there is doubt)

## **What ICCA will not advertise/announce**

1. ICCA will not advertise any commercial endeavors via email or radio. However, announcements regarding any special events that will benefit the members of ICCA will be considered on case-by-case basis. Advertisements may be considered on the website and newsletter on chargeable basis.
2. Political in nature

## **Deadline for advertising via various mediums for outsiders & members**

1. Web: 2 weeks in advance
2. email: 1 week in advance
3. Radio: 1 week in advance

Note: ICCA announcements as and when required by any of the above mediums – no deadlines.

***All advertising requests should be routed through the Vice President to maintain uniformity in advertising via the website, email, radio & Newsletter.***

***The board of ICCA reserves the right to reject any request for any form of announcement or advertisement and its' decision will be final.***

***ICCA board will also consider paid advertisement on the website & Newsletter***