



Masters and Ladies Cycling Club

Policy: Advertising – Web and Newsletter

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Commented on by Committee

Purpose:

The purpose of this document is to standardise on and formulate a advertising policy for the Clubs Web Site and Club Newsletter. The policy is to give parameters around which a prospective advertiser must work and will give rates that an advertiser will be expected to pay for such advertising.

Web Site:

The purpose of the web site is to give members access to News, Racing Calendars and Results as they become available. The web is designed and kept updated by a club member in private time, so excessive time and resources is not available to constantly work on the site.

The web is designed for 800x600 resolution. The Home Page is structured in the following manner and indicates allowed space for advertising:

Page Header		
Navigation Headings	Contents (News, Race Report, Next Race Details etc)	Side Bar (quick links to pages, EPC Affiliation link. Web Host Link, Results Database)
		Area available for advertising (30mm wide and can go down indefinitely. Suggested advert size 30mm x 40mm)
Page Footer (Available for advertising. Size 25mm x 160mm)		

Advertisements placed in the area on the side bar reserved for advertising will be for members business that contribute substantially towards the club financially or in other means (free to these members), as well as adverts for non members who wish to pay for Home Page advertising. The 30mm width will strictly be adhered too.

The Page Footer is available to anybody to advertise.

The Calendar / Results Page/s is structured as follows:

Page Header	
Navigation Headings	Contents Header (Available for advertising. Size 25mm x 160mm)
	Contents (Race details with links to maps and results)

Only other pages that are available for advertising is on the Links page and Members Business Contact Details Page.

Links Page

Only a hyperlink is displayed on the page linking the destination page to this web. For local Port Elizabeth clubs and Business, if a link is inserted on the M&L page it is expected that a link back to the Masters and Ladies Cycling Club is inserted on the destination web. No charge for linking web pages.

Members Business Contact Details Page

This service is open to club members only and consists of a alphabetical listing of the business name with a very short description of the business plus contact details. No charge for listing members details.

Pricing Structure for Web Advertising

Home Page – Side bar. (30mm x 40mm)	R400.00	Period: 1 season
Home Page – Page footer (25mm x 160mm)	R600.00	Period: 1 season
Calendar / Results page (2 pages available) (25mm x 160mm)	R600.00	Period: 1 season

Adverts must be supplied in GIF format already in the required size.

Any designs that have to be made will be charged additionally, and is to be paid to the Web Master for his / her time. Rate is R300/hour

News Letter:

Advertising in the newsletter is available in the form of a advertisement or an advertorial.

Advertisement – This must be provided in a GIF or JPG format already correctly sized for inclusion on the page or logo's, pictures plus wording must be provided to editor in electronic format, who will design the advertisement.

Advertorial – The wording must be provided in Word and not more than 200 words. Any logos or drawings must also be provided in GIF or JPG format. The Newsletter Editor will design the page layout, text size depending on the contents and logos provided.

Newsletter Structure

The newsletter is structured on A4 pages folded in half (B5). Advertisements or Advertorials must fill 1x B5 page. The front page is not available for advertising.

Pricing

R100 per B5 page per edition.

Business Card Advertisements

Club members can submit business contact details to the Newsletter Editor for inclusion when space is available. When blank spaces needs to be filled in the newsletter, the Editor may use these adverts. There is no guarantees that the advert will be used and what frequency of use. There is no cost involved for this service. Details must be given electronically to the Editor.

Advertising Content:

Masters and Ladies Cycling Club in the form of Newsletter Editor and Web Master reserves the right to restrict or limit what is advertised. Preference will be given to products that will benefit the club member and are cycling related. Other products will be considered but will be adjudicated on merit.