



Policy/Procedure

Policy # 6

Subject: Advertising Policy
Effective Date: 2000
Reviewed by: Communications Director
Approved by: APIC MN Board of Directors
Revision Dates: 3/2024

POLICY

Advertisements for the newsletter and APIC MN related activities will follow the structure delineated below.

PURPOSE

To establish guidelines for advertising with APIC MN.

PROCEDURE:

1. Requests for advertising shall be made to the Communications Director, as appropriate. The Board of Directors will be consulted as necessary.
2. The Communications Director shall ensure requests meet all criteria in this policy and request an invoice to be processed by the Treasurer. Criteria for activities other than the newsletter shall be determined on a case by case basis by the Board of Directors. (e.g., advertisements on conference flyers, sponsorship programs, etc.)
3. Payments for advertisements other than job posting shall be paid in advance.
4. See Price List (Appendix B) for advertisement costs. See APIC MN Sponsorship Program for Sponsorship Program cost information.
5. Advertisements will include this disclaimer language: "APIC MN does not endorse, nor promote any specific vendor, product, or service."

REFERENCES: None

ATTACHMENTS & RELATED FORMS: Appendix B (Price List), Appendix C (Process Details for Vendor Advertising).