



Policy and Procedure

Advertising Policy

Issue	Document Title	Date 1st Issue	Last Reviewed	Responsibility of:
01	Advertising Policy	March 2016		Catherine Pickles/ Rob Ellis

ADVERTISING POLICY

NASMA Advertising Services

With more than 600 members, an informative and popular website, and excellent Higher and Further Education advice and business sector links through social media, NASMA presents an opportunity to promote your service to a wide audience via a trusted and established organisation. All proposals/requests for advertising must adhere to NASMA's Stakeholder Engagement Policy which can be found on the NASMA website at:

http://www.nasma.org.uk/uploads/public/NASMA_Stakeholder_Engagement_Policy_March_2016.pdf

Acceptable Advertisements

Advertisements received for display on the website and other media will be considered by the NASMA Board of Trustees. If an advertisement or the organisation it represents is in conflict with, or does not reflect the aims and objectives of NASMA, then the advertisement may be rejected. The decision of the NASMA Board will be final.

Opportunities to Advertise

1. NASMA News

NASMA News is a newsletter circulated to all current NASMA members, Honorary Life Members, other external membership organisations and is also displayed on the NASMA website. NASMA News is promoted via social media and is produced monthly during the academic year.

Cost: £100 for a half page advert. £150 for a full page advert.

2. NASMA Website

The NASMA website contains information for NASMA members and the general public. As well as student and member-only areas, the website contains a multitude of resources, information about training opportunities and events plus the Annual Conference.

Cost: £250 for a three month URL link, with associated image if required.

3. NASMA's Annual Conference

Opportunities to advertise at the Annual Conference are publicised as part of the information relating to the event.

For more information, please see our website or contact the NASMA Office.

4. Adverts for job vacancies

Costs:	NASMA members	free
	Other	£75

NASMA members can advertise a job in a university, college or students' union on the NASMA website with no charge. Members should submit the text of their advert including the job title, URL link and closing date via email to the NASMA office. Job adverts should not be sent out via the mail-base.

Other parties wishing to advertise on the NASMA website should send the above information, together with payment of £75.00 to the NASMA Office.

Upon receipt of the information (and payment where applicable) NASMA will promote vacancies via the website and social media accounts.

General Terms and Conditions

Any advertising monies received by NASMA from external service providers will be used to cover ongoing costs and to further develop the services and resources for NASMA members.

This policy will be made available to all members, employees and external service users via the NASMA website. Any information collected will be used to monitor and improve the effectiveness of the advertising opportunities presented by NASMA. Information will be used and stored in line with the Data Protection Act. Any persons wishing to complain about a breach of this policy should consult the NASMA Complaints Policy & Procedure in the first instance.

This policy will be reviewed annually.

The NASMA Office can be reached via email at: office@nasma.org.uk

Last Reviewed: 21 April 2016