

ADVERTISING POLICY

Introduction

The National Association of Student Money Advisers (NASMA) is committed to providing a quality service for its members, employees and external service users, and working to improve the opportunities available via NASMA.

Use of the NASMA communication tools for members and external service users to promote their activity and services presents a cost effective opportunity for reaching a wide range of individuals.

Job Vacancies

Across the NASMA membership there are experienced professionals with skills in management, debt advice, welfare benefits, statutory and discretionary student funding advice and assessment, bursary disbursements, report writing, and much more. By virtue of being a NASMA member, individuals have membership of a relevant professional body and access to relevant training.

The NASMA website is seeing an increase in traffic in 2011, with a 143% increase in average monthly website hits compared to 2010. We have recently reconfigured the NASMA website, to allow for advertising of Job Vacancies via the site.

For NASMA members there will be no cost for advertising a job vacancy in a university, college or students' union. The information required (job title, URL to link to an advert, and closing date) should be sent to the NASMA Office. A link will then be added to the website and you will be informed.

For external service users wishing to reach NASMA members and website visitors, there will be a nominal cost of £25 for advertising a vacancy. This charge should be paid at the time of requesting the advert be placed on the site. Job title, URL to link to an advert, and closing date should be sent to the NASMA Office. A link will be added and you will be informed when this is done.

NASMA will promote job vacancies added to the site via the NASMA mailbase and social media accounts.

Advertising Services Through NASMA

With over 550 members, monthly website hits approaching an average of 150,000, and excellent HE and advice sector links through social media, NASMA presents an opportunity to promote your service to a wide audience via a trusted organisation.

Acceptable Advertising

NASMA is a professional member-led organisation, acting as a focus for information exchange between practitioners and bringing together professionals from across the FE and HE sectors. We work closely with national decision makers and their influencers on student finance policy. Through all its work, NASMA strives to relieve the poverty of students and promote student financial capability through provision of advice, information and training.

Any requests from external organisations should be mindful of this remit. Where the NASMA Board is concerned that an organisation or advert would not be appropriate for inclusion in NASMA communications



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the organisation concerned will be contacted and the matter discussed. Following any discussions, the decision of the NASMA Chair will be final.

NASMA News

NASMA News in a full colour A4 newsletter circulated to all current NASMA members, Honorary Life Members and also displayed on the NASMA website and promoted via social media. NASMA News is produced three times per academic year and can be a very effective mechanism for promoting your service. The charge for a half page advert in NASMA News is £100. A full page advert can be taken for £200.

NASMA Website

With over 550 NASMA members, and over 150,000 website hits per month, the NASMA website is a very effective mechanism for promoting your service. The charge for adding a link to your website, with associated image if required, starts from £250 for three months.

Annual Professional Development Event (APDE)

The NASMA APDE provides an opportunity for reaching in excess of 200 delegates coming from the FE and HE sector and beyond, including advisers and managers. Each year opportunities are provided for external organisations to promote their services to APDE delegates via the Exhibition Area and through the delegate packs. There may also be opportunities to sponsor elements of the APDE, thus increasing your profile further. Rates attached to these opportunities will be provided ahead of the APDE and can be found on the NASMA website or requested from the NASMA Office.

Policy

Any monies received by NASMA from external service providers wishing to advertise using the above opportunities will be used to cover ongoing costs and to further develop the services and resources that NASMA provides to its members.

This policy will be made available to all members, employees and external service users. 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 to office@nasma.org.uk

Last Reviewed: November 2011