

Advertising Policy

The Michigan Chapter of the Soil and Water Conservation Society (SWCS) is committed to providing our members opportunities for professional development, networking and exposure to natural resource issues, organizations and services. These advertising policies are important for ensuring that advertising enhances the commitment and mission of the Michigan Chapter SWCS.

The Michigan Chapter SWCS will offer the following advertising opportunity to chapter members and non-members:

1. The Chapter will provide free continuous website advertising to corporate chapter members as long as they maintain active membership status. The advertisement can include a company logo no larger than 600 x 600 pixels (2" x 2") and a link to the company website or contact information if there is no website.
2. The Chapter will provide chapter members and non-members the opportunity to purchase advertising space at the bottom of the home page for a period of 3 months, starting on January 1, April 1, July 1, and October 1. Four applications will be accepted and displayed per quarter. If more than 4 requests are received per quarter, the applicant will be notified with the option of being refunded or held over to the following quarter. The advertisement can include a company logo no larger than 600 x 600 pixels (2" x 2") and a link to your company website or contact information if there is no website.
3. The Chapter will provide chapter members and non-members the opportunity to purchase ¼ page of advertising space in newsletters. Newsletters are generally issued in the winter, summer and fall to coincide with regular chapter events. The advertisement can include a company logo, contact information and accompanying text that fit within a ¼ page. Four applications will be accepted and published per newsletter. If more than four applications are received per newsletter, the applicant will be notified with the option of being refunded or held over to the next newsletter.
4. The Chapter Executive Council will set and approve the quarterly advertising amounts, based on website maintenance and newsletter publishing costs, annually with the approval of the annual budget.

The chapter policy committee will develop advertising applications each year. Applications will be available on the chapter website after being approved by the executive council each year at the January teleconference. Completed applications will be returned with payment to the chapter secretary and the information forwarded to the chapter webmaster and newsletter editor as appropriate. Advertising applications are subject to approval of the Michigan Chapter SWCS Executive Council and the Executive Council reserves the right to refuse, edit or amend applications with appropriate notice and refunds.