

## **Chapter Advertisement Guidelines:**

The chapter is committed to disseminating information to the membership as a tool to share important content and innovative concepts being implemented in the public works profession. The Chapter newsletter is distributed to more than 1,000 public works professionals in Virginia, West Virginia, Maryland and District of Columbia.

The Chapter regularly solicits interested companies and individuals who may be interested in placing an advertisement in the newsletter. The attached application form

These guidelines are intended to create a definite, objective, uniform and enforceable standard for advertising appearing on the Chapter newsletter.

### Medium:

The Chapter offers two mediums for advertisement distribution.

1. The Chapter website: <http://midatlantic.apwa.net/>
2. Quarterly newsletter (electronic format)

### Services offered through the advertisement:

Your advertising purchase offers the following services on both the Chapter website and quarterly newsletter:

1. Link to the Advertiser's product, individual or company website.
2. Link to send electronic mail (email) the designated Advertiser's email address.
3. Display of the individual or company logo (images limited to 2.25 MB file size).
4. Link to the Advertiser's one page portable document format (.pdf) electronic file, limited to 1.0 MB.

### Cost:

The cost to advertise on both mediums is \$300.00 for twelve months.

### Request for advertising and submission requirements:

The Chapter requests each advertiser to complete the attached application and submit payment to:

APWA Newsletter Advertising  
11712C Jefferson Avenue # 254  
Newport News, VA 23606

OR email form with credit card payment to [apwa@associationbuilders.com](mailto:apwa@associationbuilders.com)  
Questions about payment, call 757-412-2664

The following information must accompany your application

- Company name
- Contact name, address, phone and email
- Electronic copy of Company Logo, in JPEG, GIF or PNG format, less than 2.25 MB in file size
- Uniform Resource Locator (URL) link for the individual or company
- Press Release or one page document (please review the attached guidelines.)

If you have any questions or need additional information, please contact: Jennifer Morrone at 757-412-2664 or via email at [apwa@AssociationBuilders.com](mailto:apwa@AssociationBuilders.com)

Advertising Standard:

1. Only advertisements primarily for the purpose of promoting the public works profession; public working education; sale of services and products used in the industry are permitted. All other advertising, including but not limited to public controversial issues and political advertising is prohibited.
2. False, misleading, deceptive or libelous advertising is not permitted.
3. Advertisements portraying or describing nudity, obscenity, tobacco products or controlled substances are not permitted.
4. Advertising may not include language that is obscene or profane and may not depict violence.
5. Advertisements supporting, opposing, portraying, or describing any political candidate, issue, or cause, or any public service, issue or cause, or any religion, denomination, creed, tenet, or belief are not permitted.
6. Advertisements detrimental to the services provided by any public works entity shall not be permitted.
7. Once submitted and payment processed, the advertiser will not be granted access to modify the advertisement.
8. The advertiser may request removal of the advertisement. A minimum of sixty (60) days written notice is necessary to provide for removal of the advertisement.



## **Support the Mid-Atlantic Chapter and be seen by buyers of your services and products. It's easy, and we appreciate it!**

APWA is now taking advertising orders for website and e-newsletter. APWA members and subscribers rely on this newsletter as a source of information. The new, electronic format allows for broader distribution and will be published four times a year (September/December/March/June). The attractive new format includes live links, color ads and photographs, and condensed articles for quicker perusal. For a very low advertising cost of \$300 a year, your message will be distributed to over 2000 subscribers and posted on the Mid-Atlantic Chapter website. In addition your logo and quick through link will be shown on a rotating display on the chapter website with click through links. Advertisers also have the option to submit a press release to be included in the chapter newsletter.

### **1. Complete the following:**

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

### **2. Send this form with \$300 payment:**

Method of Payment: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ AMEX \_\_\_\_\_ Check # \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Full Billing Address \_\_\_\_\_

\_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Mail with check to:** APWA Newsletter Advertising

11712C Jefferson Avenue # 254 • Newport News, VA 23606

**OR** email for to [apwa@associationbuilders.com](mailto:apwa@associationbuilders.com)

Questions about payment, call 757-412-2664

### **3. Email the following to APWA @AssociationBuilders.com:**

- Contact name, address, phone and email
- Logo as a JPEG, GIF or PNG, images must be under 2.25 MB
- URL for link
- Press Release (please review the attached guidelines.)

Advertising may be updated for each issue. Questions about ad, call 757-412-2664