

CKCOJ NEWSLETTER ADVERTISING POLICY

Effective 3/16/00

ISSUE: CKCOJ distributes a monthly newsletter to all members. From time to time, members or others may wish to place advertisements in the newsletter. This policy sets the conditions under which ads may be placed in the newsletter. Commercial advertisements that are accepted will be used to subsidize printing and distribution of the newsletter. *This policy will be in effect for a six month trial period.*

NON-COMMERCIAL CLASSIFIED ADS: Members in good standing may, at no charge, submit short dog-related text classified ads of a non-commercial nature for inclusion in the newsletter. Examples might include: used crates or other equipment for sale, brags, litter announcements, homes wanted for rescue dogs, upcoming events of interest, equipment wanted, etc.

WHAT IS NON-COMMERCIAL? An activity is considered to be non-commercial if it is not from an activity that is treated as a business on the member's income tax return. A member who owns a commercial business may post a classified ad for an item that is not related to their business activity (e.g. personal equipment for sale).

COMMERCIAL ADVERTISING: Commercial ads or display advertisements (such as "brags" accompanied by a photo) are accepted from both members and non-members. Members receive a 50% discount off the posted rates. All ads must be provided to the newsletter editor in electronic form. In addition, a hard copy of the ad, along with payment, must be sent to CKCOJ (P.O. Box 32513, Juneau, AK 99803). The ad will be published in the first issue after payment is received. The following rates are charged for ads:

- Business card ads: \$100 per year or \$15 per insertion
 - *Annual insertion rates are for the CKCOJ fiscal year. Charges for ads placed after the beginning of the fiscal year will be pro-rated.*
- Quarter-page: \$25 per insertion
- Half-page: \$40 per insertion
- Full-page: \$70 per insertion

RIGHTS RESERVED: The newsletter editor or the board reserve the right to reject either non-commercial or commercial ads for any reason, including lack of space or an item or activity being advertised that is contrary to the mission of the organization. When space is limited, new non-commercial ads will be given priority over ads that have been previously published. At this time, no breeder ads or ads offering puppies for sale or placement will be accepted.