

Policy #4-2

**Sheep Producers Association of Nova Scotia
Advertising Policy**

This policy is supplementary to Bylaw 4 of the Association.

The Sheep Producers Association of Nova Scotia provides an opportunity for industry participants to advertise industry related products and services on the website as well as in print media. There are two types of advertising available- partnerships and classifieds, details are listed below.

	Classified	Corporate Partnership
Rate(s)	Member: \$20.00 Non-member:\$30.00	\$500.00
Duration	28 Days	1 year
Publication	Website	Website and newsletter
Specifications	Maximum of 250 characters and must include name and contact information.	Company logo must be provided in electronic format (jpg or png) with a minimum resolution of 200 x 150 pixels.
Review	SPANS staff will review all classifieds and recommend any changes before the classified is posted	SPANS staff will review all classifieds and recommend any changes before the classified is posted
Renewal	Purchasers will contacted seven (7) days prior to expiration of the classified for renewal.	Purchasers will contacted thirty (30) days prior to expiration of the classified for renewal
Payments	Payments can be made by cash or cheque (payable to SPANS)	Payments can be made by cash or cheque (payable to SPANS)
Other		Partner logos will be added to the SPANS website with a direct link to the partner's website. Partners will be offered one advertisement placement per year in the SPANS quarterly newsletter. The maximum advertisement size is one-half (1/2) page.