



POLICIES & PROCEDURES

ADVERTISING WITH AFCC ALBERTA

Date Modified: July 21, 2021

POLICY GOALS:

To create guidelines for advertising with AFCC Alberta.

To ensure that advertising is acceptable and relevant to AFCC members.

POLICY FOR ADVERTISEMENTS

1. Ad content should align with AFCC Mission, Vision & Values.
2. Advertisers should adhere to their own professional codes with regards to advertising.
3. AFCC Alberta will reserve the right to make final decisions on accepting or rejecting ads.
4. Monies raised from advertising will be used to fund the AFCC AB Admin position.
5. Ads should benefit and be of interest to our members. This could include:
 - a. Family law matters
 - b. Professional development
 - c. Office or technical innovations (i.e. On-line meetings)
6. Sample list of appropriate topics for ads:
 - a. Lunch and Learns in related fields
 - b. Workshops in related fields
 - c. Spare office for rent
 - d. Job postings in related fields
 - e. Events, services or offerings from our members' companies, such as:
 - i. Lawyers: family law, wills & estates, tax
 - ii. Counselling services
 - iii. Mediation services
 - iv. Parenting coordination
 - v. Child development experts
 - f. Events, services or offerings from companies that our members would refer to or whose clients would use, such as:
 - i. Debt counselling/ management firms
 - ii. Property valuation
 - iii. Real estate
 - iv. Family violence supports

GUIDELINES FOR ADS

1. No membership in AFCC required to place an ad.
2. Pricing - \$150 for 3 month placement
3. Size – Small banner-style ads – exact sizing to be determined by AFCC Admin and outlined in specified in the on-line ad application form.

4. Format – must be print ready, as outlined in the on-line application form.
5. Placement
 - a. Up to 3 at bottom of Home page.
 - b. Events Page – for advertising events such as workshops, trainings, lectures.
 - c. Events with multiple sponsors, such as the AFCC Alberta Spring Conference, may require a separate page (vs in Events page) with conference sponsor logos on bottom.

PROCESS FOR APPROVAL AND PROCESSING

1. Potential advertiser fills out a form on-line and submits it to AFCC Admin.
2. All ads will be processed on a first come, first served basis.
3. Admin reviews for completeness and forwards on to Communications Committee for approval within 3 days of receipt.
4. Communications Committee reviews ad, comes to consensus and, within 5 days of receipt:
 - a. Sends approved ad to AFCC Admin for publishing, or
 - b. Sends reasons for non-approval to AFCC Admin for responding to applicant. If applicable, can include a list of changes which would bring ad into an acceptable format or content.
5. Admin publishes the ad within 2 weeks of receipt.
6. If there are no available slots (i.e. On Home page), Admin will let the applicant know when the ad will be published. A waiting list can be established.



AFCC ALBERTA ADVERTISING FORM

The [AFCC Alberta Chapter](#) accepts advertisement requests from professional service providers for ads that are relevant to Chapter members. Advertisements will be placed on our website for the membership and general public to access. Please complete this form and submit it to afccalberta@gmail.com to have your ad posted.

3 month subscription fee: \$150.00

Includes: 728px by 90px ad box
 Linking URL

All advertising must meet the standards of AFCC Alberta's Mission, Vision and Values which can be found at afccalberta.org

NAME: _____ PROFESSION: _____

COMPANY NAME: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

WEBSITE ADDRESS: _____

GEOGRAPHIC REGION OF PRACTICE: _____

Submit artwork to afccalberta@gmail.com

Image Type: JPEG, .PNG; Image Animation (.GIF); Single to infinitely looping banners accepted
Image File Size: 50K max for static or animated .GIF
Linking URL: An active URL must be provided
Testing: All creative must function uniformly on both Mac and PC, & multiple browsers
 (E.g. Firefox, Chrome, Internet Explorer or Safari)

AFCC Alberta will review all advertisements and reserves the right to accept or reject, in its sole discretion, advertising based upon space limitations, appropriateness, timeliness or similar criteria.

Signature

Date

By checking this box I confirm that I am current, fully registered and in good standing with my professional regulating body. Proof may be requested upon review of the application.

**The AFCC does not endorse advertisements nor do they provide any referrals to specific services.