

Nordahl Grieg Lodge #52 Newsletter Advertising Policy

Approved by vote of the members present at the 06/09/2017 business meeting.

- Paid advertisements are allowed in the monthly Nordahl Grieg Lodge *Tidende* newsletter if they promote a product or service offered by any Sons of Norway lodge member (not limited to Nordahl Grieg members); non-members may advertise **ONLY** if their product or service promotes the Scandinavian culture as determined by the Nordahl Grieg President and Vice President.
- The Nordahl Grieg Editor has the discretion to include promotion of Scandinavian cultural events in the *Tidende* at no charge.
- **Each paid advertisement is LIMITED to a standard business card size (3 1/2 inches x 2 inches, including borders)** (*exception: the larger size of existing ads for long-time advertisers Janie Kelly and Fred Hymans shall be grandfathered*). Ads may be submitted in a horizontal or vertical orientation. Ad size may NOT be combined to create a larger ad.
- All paid ads **MUST** be submitted camera-ready in jpg format in BOTH color and black and white. Currently, a print version of *Tidende* is produced in black and white and mailed to those members requesting a hard-copy; a full-color PDF of each issue is posted on the Nordahl Grieg website.
- **All paid ads MUST be pre-approved by the Nordahl Grieg President and Vice President prior to initial printing**; changes in format and non-substantive changes to content can be made without seeking additional approval from these officers.
- **Cost for each business card size ad is as follows:**
 - \$20 for publication in a single newsletter issue.**
 - \$45 for publication in a maximum of six (6) consecutive newsletter issues.**
 - \$85 for publication in a maximum of 12 consecutive newsletter issues.**Ad pricing will be evaluated annually and may be increased to cover a rise in publication costs.
- Payments **MUST** be received in advance of publication; credit cards are NOT accepted. Payments are collected by the Nordahl Grieg Financial Secretary and transferred to the Nordahl Grieg Treasurer; the Nordahl Grieg Editor will confirm receipt of payment prior to initial publication. Editor will track payment and publication dates and will notify the Financial Secretary, Treasurer, and each advertiser when annual renewal is required.
- Ads paid for consecutive newsletter issues may be updated whenever necessary to reflect a change in contact information; layout or graphics in annual ads may be updated every 6 months. All changes must be re-submitted to the Nordahl Grieg Editor in camera-ready (jpg) format by the submittal date published on *Tidende's* last page; any substantive change to content requires approval by the Nordahl Grieg President and Vice President.
- Location and placement of all newsletter ads will be at the discretion of the Nordahl Grieg Editor and may be in a different location in each issue.
- The Nordahl Grieg Board of Directors may limit the total number of paid advertisements per newsletter issue.
- This policy shall be posted in its entirety on the Nordahl Grieg website; reference to policy availability shall be included in each issue of *Tidende*.
- This policy may be changed or rescinded by majority vote of the Nordahl Grieg Board of Directors.

*NOTE: Nordahl Grieg Board of Directors includes the following executive officers:
President, Vice President, Secretary, Treasurer, Counselor, Financial Secretary, Social and Cultural Directors.*