

- I. **PURPOSE:** To describe policy, procedures and responsibility for individual and organizational advertising in WSTRA publications.

- II. **POLICY:**
 - A. Advertising shall be limited to services and/or products of benefit to the majority of members. The Board of Directors, hereafter referred to as the BOD, shall have sole determination of member benefit.
 - B. Priority shall be given to services and/or products directly related to therapeutic recreation.

- III. **PROCEDURE:**
 - A. Advertising may include, but is not limited to, manufactured or natural products or services of an individual, corporation, organization or institution that are:
 1. Directly related to professional development of therapeutic recreation specialists, services provided by therapeutic recreation specialists or services provided specifically to therapeutic recreation specialists,
 2. Directly of benefit to consumers of therapeutic recreation services, or
 3. Of benefit to therapeutic recreation specialists.
 - B. All advertising must be approved by a quorum majority of the BOD. Advertising may be approved on an event-specific or regularly-periodic basis.
 - C. The BOD shall review this policy annually, especially to review the fee structure:
 1. Advertising space is given free-of-charge for WSTRA products or services for TR-related educational or research purposes of direct benefit to the majority of members.
 2. Advertising space may be given free-of-charge for products or services for TR-related research purposes of direct benefit to the TR field or the majority of members.
 3. Advertising space for products and services directly related to TR professional development purposes is given for 20% less than space for non-TR-related products and services (number 5 below).
 4. Advertising space for TR-related products and services not directly related to professional development is given for 10% less than non-TR-related products and services (number 5 below).
 5. Advertising space for non-TR-related products and services is given for:
 - a. Full page (6.25" X 7") - \$100 per newsletter ad
 - b. Half page (6.25" X 3.5" or 3.125" X 7") - \$75 per newsletter ad
 - c. Quarter page (3.125" X 3.25") - \$50 per newsletter ad
 - D. Advertising may appear in any WSTRA publication.
 - E. Layout must be given in camera-ready or appropriate electronic form. If design, graphics or layout must be completed by WSTRA, fees will be \$25/manhour spent.
 - F. Advertising may appear in four (4) consecutive WSTRA newsletters for the price of three (3) newsletter advertisements per section III.C.5.
 - G. Continuing education opportunities related to TR can be advertised free of charge, but shall include only the following: Title, Date, Time, Location, Contact and a Description of 25 or less words.

IV. RESPONSIBILITY:

A. Board of Directors

1. Approve advertising.
2. Review policy annually.

B. Individuals, organizations, corporations, institutions

1. Provide camera-ready art
2. Pay appropriate fees

C. Newsletter Editor

1. Determine if artwork is camera-ready
2. Notify appropriate liaison if work is required to make art camera-ready
3. Obtain appropriate services, if required, to make art camera-ready

V. REFERENCES: None

VI. RESCIND: Advertising, expiration November, 2005.

VII. EXPIRATION DATE: November, 2007. Reviewed biannually or as determined by the BOD.

VIII. FOLLOW-UP RESPONSIBILITY: WSTRA President

Regan Ward, CTRS

President, WSTRA, April 2005 – April 2006