

*Case Management Society of New England*

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Policy #18-99

Revision Date: April 19, 2007

Date: June 4, 1999

**Policy:** Newsletter Paid Advertisement

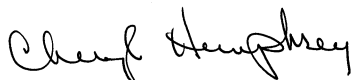
**Purpose:** The purpose of newsletter advertisement is to completely underwrite the cost of **The Facilitator**, including typesetting, printing, and mailing in order to be able to continue publishing a quality newsletter to the membership body. **The Facilitator** is published in February, May, August, and November of each year and has a distribution of approximately 750 CMSNE members in the New England area.

**Scope:** The advertising opportunities will be available to health care organizations whose products or services directly or indirectly affect the role of the Case Manager. Such organizations may include current and past conference exhibitors, meeting sponsors, corporate sponsors, prospective sponsors and employment agencies (headhunters).

**Policy:** It is the policy of the Case Management Society of New England to provide written guidelines for all advertisement solicited. These guidelines are as follows:

- Advertisement space will consist of no more than 20% of the total newsletter space.
- Advertisement must be received by the 29<sup>th</sup> of the month of CMSNE's chapter meeting (January, April, July, and October). All advertisement received beyond this date will be deferred to the next available issue. Advertisement will appear in the newsletter on a first come first serve basis as received.
- Advertisement must be black and white, sized appropriately and ready for duplication by photocopy. Preferential submission of advertisement is in Word, Publisher or Adobe format.
- Advertisements, which do not require a logo or other artwork, can be typeset at the CMSNE office. Advertisement falling under this category must be submitted by the 22<sup>nd</sup> of the month of CMSNE's chapter meeting (January, April, July, and October) to allow typesetting by CMSNE and proofing by the advertiser. A fee will be assessed for such service, minimum 1 hour at \$25/hr.
- There will be a general disclaimer statement for all paid articles and advertisement that "CMSNE does not endorse this product or service".
- CMSNE Newsletter Committee and Executive Board has the right to review advertisement to determine if it is in keeping with CMSA/CMSNE's mission. CMSNE has the right to refuse advertisement.
- Conferences, seminars, lectures and other such programs are considered paid advertisement.
- CMSNE has the right to barter with other healthcare providers to receive services, such as a complimentary exhibit booth, in exchange for advertisement space.
- A sponsor may cover the cost of the publication of the newsletter, in whole, and for such will receive a full-page advertisement in that issue of the newsletter. Cost of sponsorship \$600.
- Only one "Full Page" sponsor will appear in that edition at any given time.
- Advertisement is based on a first come first serve basis; advertisement in excess of 20% will be deferred to the next issue.
- Payment for advertisement in **The Facilitator** must be made along with article advertisement submission.
- For the cost of \$75.00 per issue of the newsletter, a sponsor will receive advertising space that equals 1/4 of a page – (3 1/2" x 4 3/4")
- For the cost of \$150.00 per issue of the newsletter, a sponsor will receive advertising space that equals 1/2 of a page – (7 1/2" x 4 3/4")
- For the cost of \$150.00, a sponsor will receive advertising space that equals 1/4 of a page – (3 1/2" x 4 3/4") in each of the four issues of the newsletter.
- For the cost of \$300.00, a sponsor will receive advertising space that equals 1/2 of a page – (7 1/2" x 4 3/4") in each of the four issues of the newsletter.
- Rates related to the advertising of job postings in the newsletter can be found in CMSNE P&P 22-02.

Signed off:



Cheryl Humphrey, CMSNE President

Revised date: 4/19/07