

Guidelines for CALA's Advertisement Service

Public Relations/Fundraising Committee

Newsletter Sub-Committee

Social Media Sub-Committee

Web Committee

(Approved by CALA Executive Committee on 10/30/2020)

(suggested changes, 20201026)

General Information

The following guidelines are intended to provide guidance for using the advertisement service of the Chinese American Librarians Association (CALA). These guidelines are established with the understanding that CALA is a non-profit organization and therefore, any advertisements shall be relevant to library, information science, and Chinese American cultures and education, and all the pricing listed hereby is at its minimal rate. The audience of the CALA advertisement channels includes Chinese American Librarians, Chinese communities, and other World Wide Web viewers. The available channels for advertisements include the followings:

- CALA Listserv (FREE and limited to CALA active members only)
- CALA Social Media (fee-based)
- CALA Website (fee-based)

The Public Relations/Fundraising Committee who oversees the service will solicit comments from CALA members and non-CALA members with expertise in the advertisement policies as needed, and seek the Board of Directors for approval on major changes.

Disclaimer

The acceptance of advertising on the CALA's available channels does not constitute an endorsement by the Chinese American Librarians Association. CALA does not warrant or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed in the advertisements placed on the CALA's channels for advertisements. CALA reserves the right to adjust the pricing, change or cancel any channels or the advertisement service if needed without advanced notice.

Notwithstanding anything herein to the contrary, CALA has the sole and absolute right to remove or delete any advertising from any CALA owned or operated media, at any time and without cause, and further, CALA has the right to review, approve, and/or deny any advertising prior to its publication on the respective media. CALA'S various media do not constitute a public forum, and any advertiser expressly acknowledges this condition.

General Policies

1. The goal of the advertisement page is to benefit CALA members. An ad can be accepted or rejected according to CALA's mission/vision, on a case by case basis. The acceptance of advertising on the CALA website is neither a guarantee nor an endorsement by CALA.
2. CALA will have advertising space available on its channels when the inclusion of the advertisement does not interfere with the mission or objectives of CALA or its publications.
3. CALA reserves the right to modify the design of an advertisement at its discretion.
4. CALA accepts both classified and display advertisements static images format. Images submitted must meet the requirements for the intended channel.
5. CALA reserves the right to remove embedded links included in the advertisements that link to other websites.
6. CALA requires any advertisers to provide full payment for desired plan before any advertisements will be displayed on the website. Payment (payable to Chinese American Librarians Association) must accompany all advertisements and in electronic format. Payment may be made online via or by check/money order in US currency.
7. The maximum liability of CALA in any event is limited to the cost of the given advertisement.
8. All orders are final. Once the ad is posted or published there is no full or partial refunds.
9. The ad service is provided by volunteer CALA members and accordingly, please allow at least three business days for posting after the payment is received.

Sub-policies

For CALAlistserv

The policy is available at <https://cala-web.org/listserv>

For Website

URL: <https://ad.cala-web.org>

- a) Advertisements remain online in default order defined by the system for 30 days, after which the advertisement will be removed. Reinstatement will incur another setup charge.
- b) Advertisements are processed in the order as they are received and within a week after payments are received.

For Social Media

The channels currently available for advertisements are Facebook and YouTube.

URL:

Facebook: <https://www.facebook.com/pages/CALA-Chinese-American-Librarians-Association/281336511932864>

YouTube: <https://www.youtube.com/user/CALACHannel>

- a. Advertisements for the CALA’s Facebook page will be posted in the CALA’s Facebook homepage or under “jobs” (where applicable). This differs from Facebook’s own ad feature.
- b. Advertisements for the CALA’s YouTube channel are limited to educational materials only, such as new books, new library materials and services.
- c. Advertisements are processed in the order as they are received and within a week after payments are received.

Ads Service Pricing

Job Post Services (text-based)	Ads Post Services (text/image-based)
Base: \$250	Base: \$1,000
Additional fee* (optional)	Additional fee* (optional)
+\$50 to post before payment	+\$100 to post before payment
+\$50 to extend for another 30 days	+\$100 to extend for another 30 days
+\$50 to post on social media channels (CALA Facebook/YouTube)	+\$100 to post on social media channels (CALA Facebook/YouTube)

*Note: Additional fee is valid only with the base order before posting. Once the ad is posted, the addition to extend or post on social media will be a new order.

Workflow Chart:

