



POLICY FOR ADVERTISING WITH ASLI

1. Introduction

This Policy relates to all advertisements that are placed within any of ASLI's official publications or on the ASLI website.

2. Disclaimer

Advertisements carried on the ASLI website, Newsli (ASLI's quarterly magazine for members) or Keeping You In Touch (ASLI's Monthly Member Newsletter) are not to be considered as being supported or endorsed by the Association.

Website adverts will include logos at the discretion of the webmaster. Website advert text will be displayed in the most appropriate font and style with the most suitable layout at the webmaster's discretion following ASLI's house style.

3. ASLI Advertisement Placement

By submitting an advertising request, you are agreeing to the full Conditions of Service as stated in this Policy. Please submit your advert, by contacting ASLI Head Office and providing the following:

- All relevant details for invoicing purposes (name, address etc.)
- Advertisement text as an attachment in MS Word format and your high resolution logo ready for print

Advertisers can request to place an advertisement on the ASLI website and/or Newsli.

Association of Sign Language Interpreters
Fourwinds House
Balderton
Chester

In addition, advertisers will also benefit from the following:

- Posting on our Facebook page
- Posting on our Twitter page
- A Forum posting to all ASLI members notifying them of the advertisement
- A Posting within KYIT
- When appropriate, events will appear in the ASLI online calendar.

3.1 Who may advertise?

A fee will be charged for any individual, company or organisation requesting an advertisement for an event open to the general public, including ASLI members. If a discount is offered to ASLI members, for events/training, the fee for a website advertisement will be discounted by the same percentage.

Website and social media advertising will be free of charge for ASLI Regional/Training Representatives who run courses exclusively for ASLI members. Any individual, company or organisation advertising an event exclusive to ASLI members or a 'free to attend' event can place their advertisement on the website without cost.

No ASLI member/representative may place an advertisement free of charge on behalf of another individual, company or organisation.

3.2 Categories of Website and Newsli advertising

Advertisements can be placed on the ASLI website and/or in Newsli for:

- Interpreter employment vacancies
- Training courses, training events, workshops, British Sign Language courses, conferences
- Any other purpose relevant to interpreters and interpreting provided that the advertisement is not harmful, illegal or offensive. ASLI reserves the right to decline or take down an advertisement at any time, for whatever reason is deemed appropriate by the Board of Directors.

4. Advertising periods

Adverts will need to be approved, which may take up to seven days.

Once approved, the advertisement will be placed on the website, posted on ASLI's social media pages, and in the next KYIT. Once an advertisement is approved an invoice, when appropriate, will be sent to the advertiser.

The advertisement will remain until the event start date or for the duration of your paid for period, whichever is the sooner. The advertisement will then be taken off the website. A Newsli advertisement will be placed at the next opportunity.

5. Comments and complaints

We aim to provide a quality service and we are open to discussion. We understand that there may be comments or complaints relating to this policy or to advertising with ASLI. Please send them to board@asli.org.uk If you have services you wish to advertise not included in the above information, please contact office@asli.org.uk with your enquiry.

6. Website Advertising Rates

6.1 WEBSITE and social media advertising, inclusive of VAT

One month £36

Two months £60

Three months £90

6.2 Newsli advertising, inclusive of VAT

Quarter Page

ASLI members/supporters £90.00

Non-members £120.00

Half Page

ASLI members/supporters £120.00

Non-members £180.00

Full Page

ASLI members/supporters £150.00

Non-members £240

Back Page

ASLI members/supporters £180.00

Non-members £270.00

Colour

For advertisers wishing to use colour additional charges will be made for both spot and full colour. Please advise us of your request so that we can quote the adjusted price for you.

Volume

Two successive issues will attract a 10% discount.

Four successive issues will attract a 15% discount

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7. Conditions of Service

7.1 Submitting an advertisement for approval will be taken as a demonstration of commitment to pay the invoice.

7.2 Advertisements can be cancelled earlier but will not incur a refund.

7.3 Advertisements on behalf of organisations and companies must be submitted by a corporate supporter, or if being submitted by an individual member they should be the owner of that company. All submissions from members will be on behalf of the individual.

7.4 The duration of the advertisement is dependent on either the end date of the event, the closing date, or by a pre-determined number of months. Extra time cannot be added to an advertisement once it has been submitted. Extensions warrant a new submission.

7.5 The prices are non-negotiable.

7.6 All submissions must meet the following conditions:

7.6.a Include all relevant information.

7.6.b Contact details are valid and authentic.

7.6.c Language is compatible with the aims of the Association.

7.6.d Intended for ASLI members.

7.7 ASLI reserves the right to remove any advert that is deemed inappropriate, offensive or not in line with the aims of the Association.

7.8 The content of the advert is not the opinion of the Association and ASLI will not be held liable for the actions of the submitting organisations and individuals, known or unknown. The Association bears no responsibility to hold electronic data once it has been submitted.

7.9 The design and layout of the website is the sole responsibility of the Association, it cannot be altered to specific requests, although ASLI reserves the right to alter, update and redesign its website.

7.10 ASLI reserves the right to refuse to place advertising on the website.