

## MTMA Advertising Policy

### General:

1. All ads (calendar, website, email) must be approved by MTMA prior to posting for appropriate content.
2. Listings that are counter to or not supportive of the Mission and Vision of MTMA will not be approved.
3. MTMA allows for paid advertising that is within the general mission of the MTMA. MTMA reserves the right not to accept or to remove any advertisement at any time in its sole and complete discretion. Advertising content that is not lawful or inappropriate (for example - false, misleading, hate-based, race-based, gender-based, or otherwise discriminatory) is not allowed.
4. MTMA is not responsible for the accuracy of the content submitted for advertising.
5. MTMA exercises best efforts in ad sales and placement. MTMA accepts no responsibility or liability for any ad omissions or errors.
6. All advertisements posted on the website or sent out by email are generally posted or sent out on Tuesdays.
7. All ads require a one week minimum notice for posting.
8. Advertising on the MTMA website is limited to banners and hover boxes. Other forms of advertising, such as a posting on the member forum, is not allowed.

### Calendar:

1. Calendar events may included the following:
  - a. Event details
  - b. Location of event
  - c. Organizer name
  - d. Link to event webpage
  - e. One image: logo or other

### Website:

1. The sequence of appearance for banner ads will be a random scrolling for active ads at that time.
2. Placement of hover and banner ads will be determined by MTMA and will be subject to first come/first served for available copy placement.
3. Banner and hover ads for a dated event are sold monthly
4. Banner and hover ads for ongoing services will be sold quarterly.
5. All quarterly ads will be billed for a minimum of one quarter (3 months).
6. All ad images are to be formatted as a jpg, png, or pdf.
7. Banner ads must be submitted as a jpg or png image of 550 x 90 pixels.

8. Hover ads include two parts. The ad can be two images (jpg or png of 240 x 240 pixels) or one image (jpg or png of 240 x 240 pixels) and text.
9. Hover ads may each include one link.
10. Ad content and copy will be represented as submitted by the advertiser. Proofs will not be available prior to publication.

Email Blasts:

1. All email blasts will be sent out weekly on Tuesdays as a single email.
2. A paid order is for two email blasts.
3. Email content must be submitted a minimum of 7 days prior to the requested dates.
4. Content should be submitted as a pdf and/or an image formatted as a jpg, png, or pdf..
5. The email distribution list is composed of current and former MTMA members as well individuals or parties who have requested inclusion on the distribution list.
6. MTMA does not include any external lists or recipients except as described above.
7. MTMA distribution list is private and will not be released and is not for sale.

Provisions, inclusions, and exclusions referenced above will apply to calendar events, web ads, and email blasts.

Fee Schedules

<b>Advertise Your Training or Event on the MTMA Calendar</b>		
<b>MTMA Member</b>	<b>Free Event</b>	<b>Free</b>
	<b>Paid Event</b>	<b>\$15</b>
<b>Non Member</b>	<b>Event/Training</b>	<b>\$30</b>

## Advertise Your Event with MTMA Email Blasts

MTMA Member	Free Event	Free
	Paid Event	\$15
Non Member	Event/Training	\$30

## Advertise Your Mediation or Other Professional Practice, Training or Event on the MTMA Website

		Hover Box	Banner
		Box changes appearance on mouseover. Two boxes are customized for your ad.	Strip at top or between sections that scrolls between ads.
MTMA Member	Dated Event	\$20/month	\$20/month
	Services	\$40/quarter	\$40/quarter
Non-Member	Dated Event	\$40/month	\$40/month
	Services	\$80/quarter	\$80/quarter