

# *North Shropshire Beekeepers' Association*

## *Guidelines on Advertising for Members and Suppliers*

### **Membership Benefits**

Suppliers may wish to offer a discount on goods to NSBKA members as a benefit of membership. An annually updated list of organisations offering benefits (and description of the benefits offered) will be included in the Joining Pack for new members and in the Renewal Pack for existing members. Supplier discount information for inclusion in these packs is required by November for the following calendar year. The list will also be published as a downloadable list in the 'Members Only' section of the Association website.

Suppliers may provide a single discount code for all Association members to quote as proof of membership at the time of ordering – this will be published in the password-protected 'Members Only' section of the Association website for access by members to enable them to quote this code when seeking discount. The code can be updated annually by suppliers if required – codes should be provided by November for the following calendar year.

It is assumed that any discount arrangement is continuous but can be terminated by the supplier at any time with a notice period of 3 months to allow for removal of details from the Association website and other literature.

### **Association Endorsement**

The Association does not permit the use of its name or related details by suppliers to directly or indirectly imply endorsement of their products by the NSBKA, including within their own advertising, without express permission from the Chairman of the Association and the agreement of the Association Committee.

Reference to companies or products within the NSBKA website, newsletter and other communications is for general information only – it will not be presented in such a way as to imply endorsement of the company or product.

### **Advertising in the Association Newsletter**

The Association recognises two forms of advertising which it permits within the newsletter:

#### **Member advertisements**

If a member wishes to sell to beekeeping-related items on an occasional, non-commercial basis (for example disposal of second hand or unwanted equipment) the details should be supplied to the Newsletter Compiler for consideration. Such advertisements will be free of charge.

This arrangement extends to the occasional advertising of beekeeping related items on behalf of a non-member by a member of the Association.

The wording and inclusion of adverts is at the discretion of the Newsletter team. Adverts may be excluded for example, if there is a risk to honey bee health (e.g. sale of second hand hives inclusive of old comb). Members should supply brief details e.g. for sale, wanted and a brief description of the item(s). Contact details should include telephone or email. Addresses will not be printed.

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## **Supplier advertisements**

Where an individual or an organisation (member or non-member) is selling items on a regular commercial basis, the following applies:

- Adverts will be accepted at a standard quarter-page size - accurate size details can be obtained from the newsletter editor.
- There will be a charge of £12 per month of publication, or £100/year paid in advance for 12 issues.
- Adverts will be supplied by the individual/organisation in digital format to the Newsletter Compiler at the correct size as 300dpi TIFF or JPEG files
- Adverts must be received by the Newsletter compiler by the last day of the month prior to publication for inclusion.

## **Advertising on the Association Website**

Links to other websites may be included at the discretion of the Association Webmaster for the general interest of the public and members, according to the following criteria:

- Organisations' primary activity is beekeeping related
- Organisations are well established (2 or more years)

No other forms of advertising will not be included in the website.

Inclusion of a web link does not imply endorsement of a supplier by the Association. A statement on the appropriate web pages will be included to this effect.

## **Member's details**

Members of the Association will not misuse individual membership details available through the Association for any directly targeted advertising of products or services for sale - i.e. as a mailing list but must always direct advertising through one of the channels above. Should any misuse occur, the committee will consider suitable action.