

## ADVERTISING IN SOUTH DAKOTA SOCIETY of HEALTH-SYSTEM PHARMACISTS DOCUMENTS

**POLICY:** South Dakota Society of Health-System Pharmacists (SDSHP) shall establish guidelines and rates for advertising in the SDSHP newsletter, meeting binders and the SDSHP Webpage. SDSHP shall reserve the right to limit advertising due to mechanical, space or materials limitations.

**PROCEDURE:**

1. Organizations or individuals requesting advertising shall submit their request to the SDSHP Support Specialist.
2. Advertising in SDSHP documents includes, but is not limited to, hard copy advertising in the SDSHP newsletter, posting on the SDSHP Website, and meeting binder advertising as available.
3. The advertiser shall be charged for the following rates:

Newsletter:	Rate per Issue
Quarter Page	\$175.00
Half Page	\$300.00
Full Page	\$525.00

Website Banner Advertising: \$150 per month or \$500 per year.

Meeting Binders: Recognition for financial contributions to the Annual Conference and other meetings shall be printed in the meeting binders as determined by the Annual Conference committee and/or the SDSHP Board of Directors. Exhibit Theatre vendor recognition in the meeting binder shall be included in the fee for the vendor table as determined by the Annual Conference committee.

4. The advertiser shall follow the following guidelines when submitting materials:
  - A. All advertisements shall be print ready and submitted to the SDSHP Support Specialist in the format deemed appropriate by the SDSHP Support Specialist. All advertisement requests will be presented to the President for approval. Potentially controversial advertisements require approval of the SDSHP Board of Directors.
  - B. Assistance with copy preparation can be arranged by contacting the SDSHP Support Specialist for an additional charge.
  - C. Submission Deadlines are at the discretion of the SDSHP Support Specialist and/or SDSHP Board of Directors. Deadlines for meeting binders are set by the Annual Conference committee for each meeting. Advertising on the webpage can be accepted at any time.

5. The SDSHP Support Specialist shall generate an invoice billing for the advertising.
6. Payment for advertising shall be directed to the SDSHP Support Specialist for tracking and documentation.
7. All invoices which are not paid within 30 days of billing shall be re-invoiced. The SDSHP Support Specialist shall notify the SDSHP Treasurer of all invoices not paid within 60 days of the original billing for further action. The SDSHP Support Specialist shall bring to the attention of the SDSHP Board of Directors any invoice 90 or more days outstanding.
8. The SDSHP Support Specialist shall document all advertising receipts under the appropriate budgetary item.
9. SDSHP shall reserve the right to prohibit advertising for organization/individual advertisers with outstanding invoices.

Developed by: D Sisson 9/2001

Approved by: SDSHP Board 10/02/2001

Reviewed and Revised: J Opperman, J Kappes 9/2011

Approved by: SDSHP Board of Directors 9/10/2011

Reviewed and Revised: T Hellwig, R Hammerquist 2/2016

Reviewed by: SDSHP Board of Directors 2/17/2016