

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 4/23/2020)

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 Newsletter (fee-based)
- 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 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 PayPal (see PayPal site for how to pay by credit card, etc.) 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 Newsletter

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

The newsletter is published twice each year (Spring and Fall) in electronic format. It is circulated among CALA members for discussion and news of developments in the field.

- 1) Advertisements should be submitted to the Chair of the CALA Public Relations/Fundraising Committee and the Chief Editor of the publication.
- 2) Advertisers must supply camera-ready copy for colors or standard black and white advertisements.
- 3) Advertisements are processed after payments are received, and ads will be added in the upcoming issue (Fall or Spring).

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 should be submitted electronically to the Social Media Sub-Committee via [Advertisement Request Form](#).
- b. Advertisements for the CALA's Facebook page refer to classified advertisements, including jobs, announcements, surveys, etc. They will be posted in the CALA's Facebook homepage or under "jobs" (where applicable). This differs from Facebook's own ad feature.
- c. Advertisements for the CALA's YouTube channel are limited to educational materials only, such as new books, new library materials and services.
- d. Advertisements are processed in the order as they are received and within a week after payments are received.
- e. Advertisements can be reposted to the CALA's Facebook page after its initial posting within the first three months. An additional reposting fee is required with the initial request.

For Website

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

- a) Advertisements should be submitted electronically to the Web Committee via [Advertisement Request Form](#).
- b) Advertisements remain online in default order defined by the system for up to two months, after which the advertisement will be removed. Reinstatement will incur another setup charge.
- c) Advertisements are processed in the order as they are received and within a week after payments are received.

Pricing (recommended rate)

CALA reserves the right to revise any posted rates and policies. CALA website shall provide the most update information on web advertisement policies and rates.

Each category is independent. A rule of thumb is one dollar per word/pixel to start with. Given the nature of the web presence to a wider audience, depending on what plan you prefer, the total cost for advertising will differ from advertisement to advertisement.

For Newsletter

Advertisement Type	Unit Price
Full page (500x700 pixels)	\$800/ad
½ page (500x350 or 350x500 pixels)	\$400/ad
¼ page (250x350 or 350x250 pixels)	\$250/ad

For Social Media

Advertisement Type	Unit Price	Channels	Notes
Classified Advertisements (including jobs, announcements, surveys, etc.; posted in homepage or under “jobs”; over 50 words)	\$190/ad	Facebook	
Librarian Job sent by a library or its parent institution ¹	\$150 / ad	Facebook	
Librarian Job posting-FW ¹ (on both Facebook and Website)	\$250 /ad	Facebook	Plus one month on Website
Promotional video	\$150 / video	YouTube	No reposting
Additional Fee			

Reposting within three months	\$50 / ad	Facebook	Available for Facebook only and must pay with the initial payment
Advanced processing (optional) ²	\$50 / ad	Facebook, YouTube	

For Website

Advertisement Type	Unit Price	Duration	Example
Classified Advertisements (including Jobs, announcements, surveys, etc. no embedded tables, no frames and no 3rd party's HTMLs)	\$290	2 months	
Basic banners, images, icons, logos (standard/static, no animation/no interaction, gifs/jpegs) ready for posting	\$290/image (200x100 pixels) \$440/image (300x150 pixels) \$590/image (350x200 pixels)	2 months	
Librarian Job sent by a library or its parent institution ¹	\$190 /ad	2 month	
Librarian Job posting-WF ¹ (on both Website and Facebook)	\$250 /ad	2 month	See also Rate Table for Social Media
Additional Fee			
Advanced processing (optional) ²	\$50 / ad	-	

Note:

1. This rate is for requests coming directly from a library or its parent institution only.
2. If an ad needs to be posted before payment is received, there will be an extra \$50 per post for advanced processing.