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External Relations	Reciprocal Advertising	Date
		2011-03-05

Purpose To establish a clear policy for reciprocal advertising

Policy **Definitions** **Reciprocal advertising** refers to a relationship with external organizations which is mutual, or to the benefit of both parties.

- Benefits to ACE**
- Limits financial exposure by providing cost savings, or by being cost-neutral;
 - Adds exposure in a new/broader market;
 - Provides opportunity to recruit new members;
 - Assists ACE to reach the goals of its mission and/or strategic plan;
 - Offers ACE additional marketing avenues, such as web site, publications, etc. to complement and enhance ACE's marketing efforts;

Eligibility Organizations may request reciprocal advertising on a case-by-case basis. *Only non-profit organizations are eligible for this status.* For-profit organizations and trade show organizers need not apply

Provisions The agreement between ACE and the external organization must be in writing and include the conditions of the advertising. Depending on the type of advertising, this may include:

- the number of items,
- date of that items must be received,
- where and when the advertising will take place,
- language of the advertising material
- agreed upon demographic distribution by ACE (category of membership, language, region, etc.)
- agreed upon demographic distribution by the external organization
- means of distribution

The ACE Executive Council must approve any reciprocal agreements.

The advertising by the external organization should not conflict with the objectives and mission of ACE.

DATE POLICY APPROVED	REVIEW DATE	COMMITTEE RESPONSIBLE
2011-03-05		National Council