



**Project Management Institute
Women in Project Management
Specific Interest Group**

POLICY: WiPM SIG Advertising

Policy Statement

The WiPM SIG will provide opportunities to advertise to organizations who wish to pay for advertising providing they meet the criteria identified by the WiPM SIG identified in this document.

Advertising Governance

- Generally, advertisements should be focused on products, services, and organizational awareness (content that has some relationship with project management and professional/business life).
- Advertisers will ensure that their material:
 - Is consistent with the moral, legal and business policies of the WiPM SIG.
 - Does not contain obscene, illegal defamatory or immoral material.
 - Does not infringe upon the legally registered trademark or copy right of another organization.
- Any organization or individual may submit advertisements but the WiPM SIG reserves the right to exclude an advertisement in any SIG publication.
- All items submitted for publication are subject to editorial review by the Chair, the Communications Director and/or other Board members
- The WiPM SIG Board will consider professional appeal and value to the SIG membership in approving advertising.
- No advertiser will be permitted to purchase more than the standard sized advertisement identified in this document so that we do not create an 'advertising competition' amongst those corporations that wish to advertise with the WiPM SIG.
- The WiPM SIG accepts no responsibility or liabilities for errors in advertising or content. Our responsibility is limited to taking the content provided by the advertiser and making it available through our web site.

Types of Advertising

- Public Service Advertising shall consist of project management related "Job Opportunity" notices placed by employers or recruiters.
- Paid Advertising shall consist of all other advertising.
- No personals or classified ads will be published.

Opportunities for Advertising

- *Web Site:* The SIG will create a specific web site page and link from our home page entitled "Advertising". Each corporation that advertises with the WiPM SIG will be allocated ¼ of a web page for content they wish to display that adheres to the advertising governance. The SIG may also assign a portion of an existing web page for this purpose. This would be at the discretion of the SIG.
- *News Brief:* see sizes identified in Advertising section.

- *Annual General Meeting*: not considered at this time
- *Leadership Meetings*: not considered at this time
- *Yahoo Groups*: not considered at this time

Pricing

- Announcements made on behalf of PMI International, PMI chapters, other SIGs and WiPM SIG sponsored Programs, Speakers, and Educators will not be considered advertising, and thus, Pricing for the advertising will be assessed annually.
- Advertisers will be invoiced at publication time; terms net 30 from invoice date. Interest charges of 1.5% per month will be applied to overdue balances.
- Discounts available:
 - 10% discount if 2 or 3 ads, any format, are purchased within the same calendar year by the same individual or organization
 - 20% discount if 4 or more ads, any format, are purchased within the same calendar year by the same individual or organization.

WiPM SIG Advertising Rates (Effective 15 Nov 2006). All rates in US funds.

Ad Category Format	Commercial ¹	Educational ²	Jobs Available ³	Jobs Wanted ⁴	Agency Recruiting ⁵
Newsbrief Business Card: Boxed area, half page wide, not to exceed 8 lines.	\$75	Free*	Free*	Not available	Not Available
Newsbrief Quarter Page: Full page width up to 12 lines including title, images and white space OR ½ page width with up to 24 lines including title, images and white space.	\$125	Free*	Not available	Not available	\$100
Newsbrief Half Page: Full page width up to 25 lines including title, images and white space.	Not available	Not available	Not available	Not available	Not available
Newsbrief Full Page: Full page width up to 50 lines including title, images and white space.	Not available	Not available	Not available	Not available	Not available
Web Posting – Banner Ad (Footer): Posted on the WiPM SIG website for up to one month. Displays on all pages except the Home page.	\$150	Free*	Not available	Not available	\$100
Web Posting - Page: Posted on the WiPM SIG website for up to one month; 1 full newsbrief page equivalent.	\$250	Free*	Free*	Free to WiPM SIG Members	\$200
Direct eMail Distribution: Separate, direct email distribution of material to the WiPM SIG mailing list. Individuals or organizations requiring this type of communication should contact PMI GOC to purchase the mailing list.	Not available	Not available	Not available	Not available	Not available
Yahoo Posting - Page: Posted on the WiPM SIG Yahoo site (pull technology).	Not available	Dependent**	Free*	Free*	Not available

¹ **Commercial:** promotion of events, workshops, seminars, courses, products, or professional services offered by individuals, companies, for profit organizations, etc.

² **Educational:** promotion of courses, educational events, seminars, symposiums or conferences on behalf of PMI accredited, public educational institutions (e.g. colleges or universities).

³ **Jobs Available:** employment or contract opportunities direct from potential employer (no agencies or recruiters).

⁴ **Jobs Wanted:** personal job wanted ads for WiPM SIG members only. Content limited to short bios, brief description of skill set, and nature of desired work; specifically excludes the advertising and/or promotion of personal businesses or professional practices. Detailed resumes and/or CV's prohibited.

⁵ **Agency Recruiting:** employment opportunities offered through agencies, recruiters or headhunters.

* **Free:** based on availability

Configuration Management (Version Control)

<i>Version</i>	<i>Create Date</i>	<i>Author(s)</i>	<i>Changes</i>	<i>Approved By</i>	<i>Approval Date</i>
1.0	17 Nov 06	M. West	Initial draft	Reviewed by the WiPM SIG Board (Updates required)	30 Nov 06
1.1	1 Dec 06	M. West	<ul style="list-style-type: none"> • Added <i>*Free: based on availability</i> to the Pricing section • Changed prices from v1 	WiPM SIG Board	6 Dec 06
1.2	18 Dec 06	M. West	Removed SAC reference	WiPM SIG Board	18 Dec 06
2.0	27 Jan 07	M. West	Added use of Yahoo Groups	WiPM SIG Board	20 Jan 07
2.1	28 Feb 07	M. West	<ul style="list-style-type: none"> • Clarified website use • Removed reference to Constant Contact 	WiPM SIG Board	24 Mar 07