

APPENDIX AC  
VIDEO PROGRAMMING ADVERTISING POLICY

(See Act 97-478)

1. Advertising *via* NSS video programming is for the convenience of NSS members, not the convenience of advertisers.
2. The Cave Video Committee will accept advertising for cave related equipment, literature, services, or conservation issues. Advertising for general conservation related matters not directly cave related will be accepted if it will further the conservation goals of the NSS. Advertisers must not submit material that is misleading or inaccurate; the Cave Video Committee will not knowingly accept or circulate advertising that is misleading or inaccurate. Advertising preference will be given to material of intrinsic aesthetic value related to caves and caving, to moving-image material over still material, and to full-color material over black and white. The Cave Video Committee shall have the right of appeal to the NSS Administrative Vice-President.
3. Advertising rates shall be set by the Cave Video Committee. Rates set shall not be less than the average cost for the prior year of producing and distributing video programming of the same length and quality. Charges will be made for copy preparation when camera ready and/or first generation edited video images are not provided. Official functions of the NSS (NSS committees, bookstore, etc.) shall not be charged for advertising. Should the Committee consider any advertising by NSS official functions excessive or inappropriate, the issue shall be referred to the Administrative Vice-President for resolution. Internal Organizations of the NSS; NSS activities as defined in Appendix P of the Acts of the Board; universities; and nonprofit, cave related organizations will receive a 30% discount from established advertising rates. There will be no discount for copy preparation charges.
4. Advertising space will be offered on a first-come, first-served basis without regard for the organizational relationships indicated in item #3 above. Advertising space may be requested up to twelve months in advance, provided it is paid for when requested. If the space is available, no refunds will be made.
5. Each advertisement accepted for use shall be limited to a maximum total duration of three minutes. The combined total of advertising included on any single program tape shall be limited to five minutes duration. The advertising portion of each program tape shall be immediately followed by the following statement: "The preceding paid advertisement(s) do(es) not constitute an endorsement of products or services by the NSS."
6. Advertising shall be placed only at the beginning of each video tape program and prior to the NSS program material. Advertising accepted in conjunction with a given video program shall be placed on all copies produced of the given program, except as otherwise defined by written agreement between the Committee and the advertiser.