

APPENDIX AP

March 18, 2000

Amended October 5, 2002

(Refer to Act 83-660)

ADVERTISING POLICY for NSS PUBLICATIONS

- o Advertisements should be related to the Society's research, education, conservation, exploration and recreation missions and supporting those goals. There may be exceptions to this policy with Special Issues, if the advertisement relates to the Special Issue.
- o Advertisements in the NSS periodical publications should not express or suggest thoughts or actions contrary to the goals and mission of the NSS.
- o If they don't counter this policy, individual periodical advertising policies are permitted and encouraged to more clearly achieve the publication focus.
- o Each periodical (ie. the News, Journal of Caves and Karst Studies (JCKS), American Caving Accidents (ACA), Members Manual (MM) and Speleo Digests (SD)) can set it's own advertising rates independantly from the other periodicals with the following guidelines:
 - o A "new advertiser" will be considered an advertiser who has not yet completed an advertising cycle of the periodical (ie. 12 News, 3 JCKS, 1 each of ACA, MM and SD).
 - o A "regular advertiser" will be considered an advertiser who has completed an entire annual cycle of the periodical (ie. 12 News, 3 JCKS, 1 each of ACA, MM and SD).
- o Any time the advertising rates are changed, the new rates will be reported to the Executive Vice President.
- o A "regular advertiser" reverts to a "new advertiser" if the advertiser misses more than 50 percent of an annual publication schedule.
- o Premium advertisement pages (eg. back cover, inside back cover, and facing principle articles) may exceed the advertising minimum as the market determines.
- o Any advertiser may be refused further advertising due to late or non-payment of previous bills.
- o Issues determined as "Special Issues" may exceed the advertising minimums defined above.
- o The Editor and the National Speleological Society reserves the right to refuse any advertising they deem inappropriate for the publication based on either subject or presentation.

