

APPENDIX V
NSS NEWS ADVERTISING POLICY

(See Act 80-467)

(See Act 66-593)

1. Advertising in the NSS NEWS is for the convenience of NSS members, not the convenience of advertisers.
2. The NSS NEWS 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.
3. Advertisers must not submit material that is misleading or inaccurate.
4. The NSS NEWS will not knowingly publish advertising that is misleading or inaccurate.
5. Official functions of the NSS (NSS Committees, book store, etc.) shall not be charged for advertising. Should the editor(s) consider any advertising by NSS official functions excessive or inappropriate, the issue shall be referred to the Executive Vice-President for resolution.
6. Advertising rates shall be set by the Editor and the NSS NEWS Advertising Manager. Rates set shall not be less than the average cost for the prior year of publishing and distributing NSS News material of the same size. Copy preparation will be charged when acceptable camera-ready copy is not submitted.
7. Internal Organizations of the NSS, NSS activities as defined in Appendix P in the Acts of the Board, universities, and nonprofit, cave related organizations will receive a 30% discount from the advertising rate established under item #6. There will be no discount for copy preparation charges.
8. The editor(s) of the NSS NEWS shall have the right to reject any advertising. Advertisers shall have the right of appeal to the NSS Executive Committee.
9. Advertising space may be requested up to twelve months in advance provided it is paid for when it is requested. If the space is available, no refunds will be made.
10. Advertisements in other official publications of the NSS such as the NSS MEMBERS MANUAL, will be offered according to the same preferential order (based upon past advertising in the NSS NEWS) as established above.