100 - ADVERTISING POLICY

General
All matters and questions not covered by the policies and procedures are subject to the decision of the RETA National Board of Directors. The policies and procedures may be amended or supplemented at any time by the RETA Board, and all such amendments or additions will, upon reasonable notice, be as equally binding on all parties affected as the original policies and procedures.

A. Qualifications
Eligibility is limited to advertisers whose products and services are of interest to RETA. Applicants who are advertising must submit the nature of their business and scope of the information to be advertised. RETA reserves the right to reject any application to advertise.

B. Assignment of Space
Initial space assignments will be made on a first-come, first-serve basis and is at the discretion of RETA. RETA reserves the right to make appropriate changes in spacing and location of advertisement, as it deems necessary for the overall success of the product. The rules governing the assignment of space in the Breeze and Technical Report are outlined below.

C. Use of Advertising Space
The contracted advertising is to be solely used by the advertiser whose name appears on the contract, and it is agreed the advertiser will not assign any portion of same to a non-subsidiary / strategic partner without written consent of RETA.

In those instances where an organization incorporates advertising from a subsidiary or a strategic partner, the content will be allowed. A contractor advertising that they are a manufacturer’s representative, a manufacturer noting they are a distributor for another product.

D. Hold Harmless
Advertiser assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage that may occur as a result of said advertising. Advertisers will indemnify, defend, and hold harmless RETA and their responsibility, claim, cost, or expense of any kind whatsoever (including attorney’s fees) which any of them may incur, suffer, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission of the advertiser, its employees, agents, or representatives.

E. No Endorsement
Publication of advertisements in any RETA publication does not constitute endorsement of any products, services or advertisers by RETA and shall not be considered or represented by advertiser as such.

F. Restrictions
RETA reserves the right to restrict advertising that may have been falsely entered, or that may be deemed unsuitable or objectionable in RETA’s sole discretion as in direct conflict with the mission statement or goals of the association.
G. Rights in the Event Advertisement is not utilized

Should RETA elect to cancel the advertisement, RETA’s sole liability to advertiser will be the refund of any payments for advertising space received. RETA will not be liable for any consequential special or indirect damages that may arise from such cancellation.

H. Violations of Advertising Policies and Procedures

Advertisers who violate these policies and procedures may be prohibited from advertising in any RETA publication and/or subject to other penalties imposed by RETA at its sole discretion; provided, however, that nothing herein shall limit the remedies otherwise available to RETA.

I. Advertising in the Breeze

Up to 30% of the publication can be sold as advertising. Advertising rates are established annually.

Advertising in the Technical Report

Up to four pages of the publication can be sold as advertising. Advertising rates are established annually.

The Board of Directors shall set the rate of advertisements taken and published in the Technical Report.

Advertisements will be accepted unless advertising space is sold out.

Advertising in conjunction with the Technical Report consists of the following categories:

- ¼ page advertisement. An add approximately 3.5” x 4.5”
- ½ Page advertisement. An add approximately 7” x 4.5”
- 1 Page advertisements. An add approximately 7” x 9”
- 4 Page advertisements. Four 1-page ads.
- Sponsored emails (limited to one sponsor per issue). The email sponsor will be permitted to include a five-line message within the email.
- Email Attachments (limited to one sponsor per issue).
- El Grande Advertisement (Limited to one Issue per year) Includes:
  - 4 Page advertisement.
  - Sponsored email
  - Email Attachments

Due to the electronic delivery method, the file size of ads is limited. The Senior Director, Office Operations and Personnel shall determine what is a permissible file size based upon current technology.

The Senior Director, Office Operations and Personnel shall determine the suitability of any advertisement. The Executive Director shall hear and rule upon appeals. If a second appeal becomes necessary, it shall be heard by the Board of Directors. The Board of Director’s ruling is final.
The Senior Director, Office Operations and Personnel shall maintain a waiting list of advertisers. No advertiser is permitted to reserve advertising for more than 1 year. At the end of the calendar year, the advertiser can return to the waiting list. This assures all advertisers are allowed a fair opportunity to advertise in the Technical Report.

All ads in the Technical Report must be at the end of the Report. No advertising shall appear with the main body text.

In rare instances, a Technical Report may present emerging technologies which coincides to a particular manufacturer, this creates a significant problem. Senior Director, Office Operations and Personnel in consultation with the Executive Director, and the Board of Directors shall determine if the benefit of the technical content is such that the potential commercialism from a single source provider is negated. This should be an extremely rare situation.