

Advertising on LCCRA.CA website

1.0 Scope.

1.1 This document covers the standard practice and procedures to be followed to accept and publish paid and non-paid advertisements on the LCCRA website.

2.0 Acceptance criteria.

2.1 Advertisements should be in good taste and have relevance to the residents of the Loyalist Country club community.

2.2 Advertisements shall describe clearly the product or services offered and give a contact name, phone number and Email address, and a link to a webpage, if available. i.e. KIJJI, MLS or other company site as appropriate.

2.3 Advertisements from businesses should not be duplicates of large format “Flyers” or of “MLS listings”. They should be limited to one page with photographs if appropriate.

2.4 Advertisements will be accepted or rejected at the discretion of the webmaster. The webmaster reserves the right to limit the number of renewals for an advertisement.

3.0 Endorsement by LCCRA.

3.1 Acceptance for publishing on the LCCRA website is not an endorsement of any kind. And will carry the disclaimer shown in 4.3

3.2 LCCRA **will not** endorse any advertisement.

4.0 Advertisements & Rates.

4.1 Advertisements from organisations, private individuals and businesses will be considered for publishing in the LCCRA website.

4.2 Paid advertisements will appear under the appropriate heading and will be clearly marked as an advertisement and will include the following disclaimer.

4.3 *Material contained in this advertisement or editorial does not constitute, or imply an endorsement by the Loyalist Country Club Residents Association (LCCRA). The views and opinions expressed in this or any referenced document do not necessarily state or reflect the beliefs of the LCCRA.*

4.4 Advertisements will be published on a sidebar under “Sponsored Ads”. They will contain a hyperlink to the advertiser’s website or to a post within the LCCRA website (see 4.5). Post will appear in date published sequence. That is last in will appear first in the listing.

4.4.1 Local area businesses (see 6.1) or individuals offering sales or services will be provided with a sidebar advertisement and a single page post on the LCCRA website or a link to a website of their choice as required.

4.4.2 Businesses (see 6.1) or individuals outside of the local area will be provided with a sidebar advertisement and a link to a website of their choice. (Not within the LCCRA website)

Table 4.4.3

Business Type	Sidebar on LCCRA Website	Post on LCCRA Website	Link to external website	Cost Per Month. (3 month Minimum)	Cost per change or update
LCCRA Member	Yes	Yes	Yes	No Charge	No Charge
Charity or Non Profit	Yes	Yes	Yes	No Charge	No Charge
Local area businesses	Yes	Yes	Yes	***	***
Outside of local area businesses	Yes	No	Yes	***	***
Real Estate Businesses	Yes	No	Yes	***	***
For Sale section of LCCRA website	No	No	No	No charge available only to LCCRA members	No charge available only to LCCRA members

*** For advertising rates contact Webmaster at webmaster@lccra.ca
Advertising rates are subject to change without notification.

4.5 Example of sidebar and post.

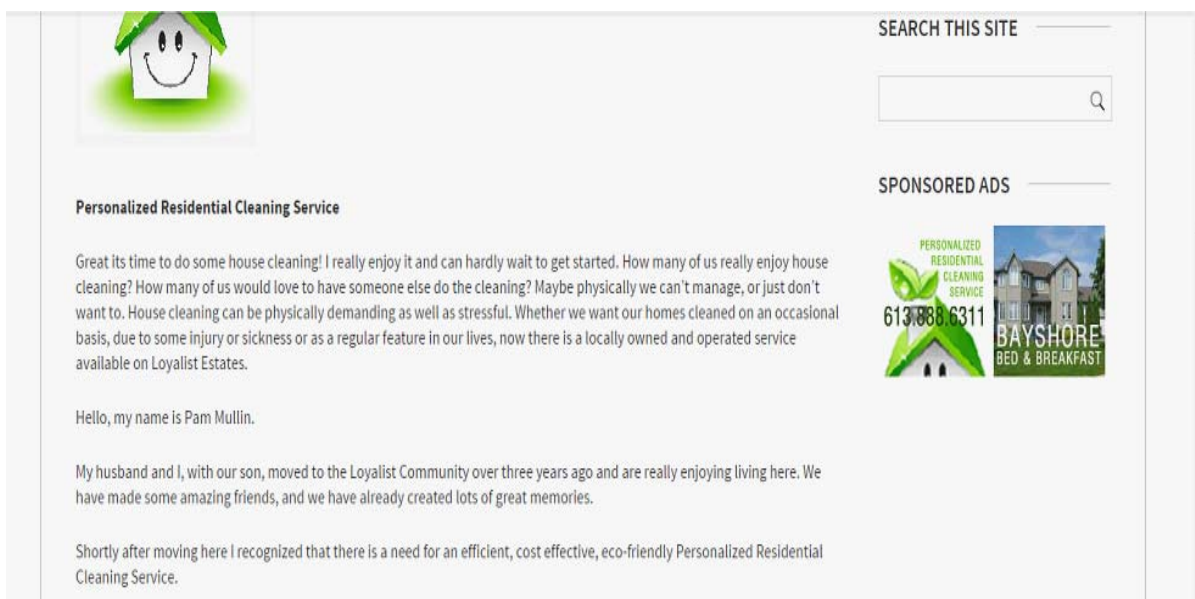
4.5.1 The small advertisement on the right (Sidebar) contains a hyperlink to either a post on the LCCRA website or a link to an external website.

4.5.2 LCCRA hosted posts are provided by the advertiser and are subject to editing for content by the webmaster. The disclaimer in 4.3 will be added to the bottom of each LCCRA posting.

4.5.3 Photographs for both the sidebar and the post are provided by the advertiser.

POST

SIDEBAR



The screenshot displays a website layout. On the left, under the heading "POST", there is a green house icon with a smiley face. Below it, the title "Personalized Residential Cleaning Service" is followed by a paragraph of text: "Great its time to do some house cleaning! I really enjoy it and can hardly wait to get started. How many of us really enjoy house cleaning? How many of us would love to have someone else do the cleaning? Maybe physically we can't manage, or just don't want to. House cleaning can be physically demanding as well as stressful. Whether we want our homes cleaned on an occasional basis, due to some injury or sickness or as a regular feature in our lives, now there is a locally owned and operated service available on Loyalist Estates." Below this is a personal introduction: "Hello, my name is Pam Mullin. My husband and I, with our son, moved to the Loyalist Community over three years ago and are really enjoying living here. We have made some amazing friends, and we have already created lots of great memories. Shortly after moving here I recognized that there is a need for an efficient, cost effective, eco-friendly Personalized Residential Cleaning Service." On the right, under the heading "SIDEBAR", there is a search bar with the text "SEARCH THIS SITE" and a magnifying glass icon. Below the search bar is a "SPONSORED ADS" section featuring two advertisements. The first is for "PERSONALIZED RESIDENTIAL CLEANING SERVICE" with the phone number "613.888.6311" and a green house icon. The second is for "BAYSHORE BED & BREAKFAST" with a photograph of a large house.

5.0 Advertising rates

5.1 Advertising rates will be set annually by the LCCRA Executive Committee.

6.1 Definition of Local Area.

The local area is defined as having a business located and operated within the area bounded by the lake to the south, Route 4 to the east, Route 2 to the north and Routes 21 / 8 to the west. Any business located and/or operating outside of this defined area will not be considered as local.

7.0 Invoicing and payments

7.1 All advertisements must be paid in full prior to publication.

7.2 An invoice will be issued for all accepted advertisements.

7.3 Invoices can only be paid by cheque made out to LCCRA

8.0 Refund Policy

8.1 Refunds will be issued at the discretion of the LCCRA Executive committee.

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Rev 1.5 03 Nov 2015 Approved