

Date: ASH Website Advertising Committee
December 2, 2020

Members: Fran Nowakowski, Karen Shannon, Karen Guenther and Christine Bales (chair)

Task: Develop ASH Advertising Website Protocol & Recommendations

The Executive has approved the following advertising practices to be implemented immediately.

1. Website Business Directory

The website business directory, now listed as 'Fibre Links' on the website is:

- a. Free listing for members and non-members.
- b. Open to local, national, international – education, equipment, artisans, supplies, fibre, Guilds, etc.
- c. Businesses can be listed in more than 1 sub-category (eg. Yarn & equipment)
- d. Directory listings will have a link to the business website

2. Buy & Sell classified section

A Buy and Sell classified section has been added to the website and will be managed as follows:

- a. Seller's responsibilities are listed on the ASH Buy & Sell page and include seller guidelines for description and photographs and they must notify ASH when the item is sold.
- b. To submit an item, send an email with the information and images to info@ashguild.ca. A PDF will be created and sent to all members in an email. In addition, the item will be listed on the Buy and Sell page.
- c. The Buy & Sell page will be linked from the home page and will include:
 - i. the list of classifieds (with the most recent item appearing at the top and a link to a PDF with details)
 - ii. links to local vendors and artists
 - iii. paid ads from local businesses.
- d. Only Used (second hand) equipment, supplies, fibre, books can be posted
- e. Free posting to both members and non-members
- f. Items will be listed for 1 month or less depending on when item is sold

3. Commercial Website advertising

Commercial advertising will be handled as follows:

- a. Applies to businesses selling NEW products, supplies, equipment, etc.
- b. Advertising rates will be the same for members or non-members.
 - Small - \$10/month, \$70/year
 - Large - \$15/month, \$90/year
- d. Advertising will appear on website in 2 locations; home page plus Buy & Sell page.
- e. If more than 1 ad is sold/ posted to website, it will be put into slideshow rotation on both pages
- f. Advertisers will also have the option of sending 1 email blast for each month that advertising has been purchased. The email can advertise upcoming sales, special events like trunk shows, etc. to all members.
- g. Advertising will be sold through the Promotions person (currently Christine Bales) and interested advertisers can send information requests to promotions@ashguild.ca

4. Upcoming Educational Opportunities

- a. Any information regarding an upcoming educational opportunity that is sent to info@ashguild.ca or webmaster will be emailed out to all guild members.
- b. Events will not be posted to website due to logistical challenges.