



KSWA BYLAW

TITLE: KSWA ADVERTISING

NUMBER: KSWA 006

The objective of this bylaw is to ensure consistency in advertising rules and fees, across all Branches.

- All parties (businesses or individuals) wishing to advertise in the KSWA newsletter or at any club function shall pay a fee
- Fee exemptions may be granted by the Executive Committee if:
 - 1) a financial member wishes to advertise fish or equipment on an infrequent, non-commercial scale
 - 2) a financial sponsor of the KSWA has been granted advertising exposure as part of their sponsorship arrangement

NEWSLETTER ADVERTISING

- Newsletter advertising is charged per 3, 6 or 12 month period. The usual publication schedule is 11 issues per year, however the KSWA does not offer any guarantee on this number of issues. Annual fees are currently \$150 for a full page, \$75 for half page, \$60 for business card size (or pro-rata for 3 or 6 monthly).

FUNCTION ADVERTISING

- All advertising materials displayed at a KSWA function shall be approved by the Executive Committee. The appropriate fee shall be levied consistent with the venue & event exposure as determined by the Executive Committee.

AUTHOR	SIGNED OFF BY	DATE	REVISIONS
ATB/FW/SW	ATB	2-March-2011	