

Project Management Institute Alaska Chapter
Advertising Policy and Rates
June 2008

The purpose of this policy is to outline the “legalities” that surround advertising with PMI Alaska Chapter as well as to define the rates for various advertising options.

Acceptance and Conditions

All advertisements submitted are subject to the acceptance and approval of PMI Alaska Chapter. Advertisements that are deceptive or misleading (by either statement or omission), make unsupported claims, are detrimental to the public interest or are otherwise incompatible with the character of PMI and its publications will not be accepted. PMI Alaska Chapter, in its sole discretion, reserves the right to decline to accept any proposed advertising and this right shall not be deemed to be waived by prior acceptance or actual use of any advertising matter. PMI Alaska Chapter may include the word “advertisement” or otherwise add or delete text to or from advertisements that, in PMI Alaska Chapter’s opinion, may resemble editorial matter. Publishing or acceptance of an advertisement is neither a guarantee nor endorsement of the Advertiser’s product or service. In consideration for PMI Alaska Chapter’s agreeing to publish an advertisement, Advertisers agree that they are fully authorized and licensed to use all intellectual property contained in the advertisement and that the use of the name of any individual or entity in a testimonial or other matter is authorized, not libelous, and does not constitute an invasion of privacy. Advertisers agree to defend, indemnify and hold PMI Alaska Chapter harmless from and against any loss, expense or other liability resulting from claims or suits for libel, violation of rights of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or suits that may arise out of publication of such advertisements.

Claims Regarding Certification Programs

PMI especially values the integrity and reputation of its certification programs and, as such, advertisements may not make misleading statements regarding PMI’s Certification programs and/or their requirements. Advertisements may not imply that an Advertiser’s product or service is the sole prerequisite to achieving PMI certification—they must reflect that PMI certification requires a combination of relevant education and work experience and a passing score on a PMI certification examination. Statements including success rates or other survey results must be accompanied by a description of the survey group and the method of calculation, such as “Based on the results reported to the Company by 100% its customers who used a product or service in 2003...” Additionally, any “guarantees” or “warranties” made by the advertiser regarding its products or services must be sufficiently detailed to permit the public to evaluate the accuracy and truthfulness of such claims. For example, if an advertisement states that a person is “guaranteed to pass a PMI certification examination” the terms of that guarantee must be fully stated such as “a student’s course fees will be fully refunded if student does not pass the exam and makes a request for a refund within 30 days of taking the exam” or “guarantee includes permission to take Company’s course again at no charge.”

Liability

PMI Alaska Chapter’s liability to Advertiser shall not exceed the amount paid to PMI Alaska Chapter for the applicable advertisement. PMI Alaska Chapter shall not be liable for incomplete performance or non-performance in the event of Acts of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material

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shortage, transportation interruption of any kind, work slow-down, or any other condition beyond the control of publisher affecting production or delivery in any manner.

Rates

Orders are accepted subject to the terms and provisions of our current Advertising Rate Card. Payment is due prior to initial advertising posting date (First week of each Month & Newsletter publication). Advertiser and its affiliates or authorized agents shall be jointly and severally liable for payment owed to PMI Alaska Chapter. Should Advertiser or its agent fail to fulfill such payment obligation, the Advertiser or its agent will be immediately re-billed and fully liable for the amount owed plus any accrued interest. PMI Alaska Chapter is not responsible for errors in key numbers and Advertiser's Index and assumes no liability if for any reason an advertisement is omitted. Rates, conditions and advertising placements are subject to change without notice. Uniform rates apply to all advertisers at all times.

PMI Alaska Chapter has the following advertising options

1. Sponsor a monthly dinner meeting – slide show
2. Sponsor a monthly dinner meeting – banner
3. Sponsor monthly dinner meeting table
4. Sponsor Member or Officer travel to a PMI Event
5. Sponsor Annual Dinner
6. Sponsor Table at Annual Dinner
7. Website Ad– 700x80 pixels
8. Website Link to site or page
9. Advertise in the Monthly newsletter – business card size
10. Combination rates (any 2 items)
11. Combination rates (any 3 items)

The advertiser must provide a logo in the appropriate resolution to advertise with PMI Alaska Chapter. PMI Alaska chapter does not provide graphic art services and ads are assumed to be “camera ready” in all cases. PMI AK will, at it’s discretion on a best effort basis work with advertiser to come up with appropriate advertising using the logo provided by the advertiser. No refunds after proofing/posting.

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The following rate card outlines and provides details of each advertising opportunity.

No.	Option	Size	Frequency	Rate(s)	Details
1	Sponsor a Monthly Dinner Meeting - slide show	Dinner Meetings are held monthly and are regularly attended by an average of 30-35 people with special interests in PMI. Keynote speakers generally give one hour presentations. Meetings are generally held from 6-9pm the first Wednesday of the month at t	Monthly	\$200	5-6 powerpoint slide show will be displayed when keynote speaker is not presenting. Slides will rotate at 10 second intervals. PMI AK will provide the projector and laptop for this slide show. Advertiser must provide finished power point presentation i
2	Sponsor a Monthly Dinner Meeting - banner	Provide PMI AK a banner no more than 4' x 4'	Monthly	\$100	PMI Officers will mount the banner at one dinner meeting in a strategic spot at the Petroleum Club.
3	Sponsor a Monthly Dinner Meeting Table	Provide PMI AK a logo in appropriate format and a table tent will be created	Per Table per Month	\$50	Price is per table per month. One meeting per month.
4	Sponsor Member or Officer Travel	Sponsor a PMI Officer or PMI Member's travel to any PMI Event - Global Congress, Leadership Meeting, etc.	Varies	\$500	Provide a banner and officer will mount the banner at every dinner meeting for one year. NOTE: There is no guarantee that PMI will pick up the remaining travel costs for this individual. Advertiser may specify individual or let the Chapter select a mem
5	Sponsor Annual Dinner	PMI AK holds an annual dinner that is attended by 100-200 people with particular interest in project management. There are three levels of sponsors - Silver (\$250), Gold (\$500), and Platinum (\$1000).	Yearly	Silver - \$250 Gold - \$500 Platinum - \$1000	Advertiser will get a banner displayed at the annual dinner hosting table - Silver (8x10), Gold (11x17), Silver (20x22). Advertiser will get a business card size ad in the December newsletter acknowledging their sponsorship and level. Gold and Platinum
6	Sponsor Table at Annual Dinner	Provide PMI AK a logo in appropriate format and a table tent will be created	Per Table	\$75	Price is per table. Advertiser will also be recognized in the December newsletter.
7	Website Ad	700x80 ad provided by advertiser will be displayed at the bottom of the www.pmiak.org website.	One Month	\$100 - one month \$200 - one month rotating GIF \$500 - one month animated GIF	Rates are for the calendar month.
8	Website Link to site or page	On www.pmiak.org weblinks section a link will be added that points to a webpage or site	One Month	\$100 per month	Rates are for the calendar month. PMI AK may from time to time add links to events or vendors that are of special interest to project managers at no charge. This is at the sole descretion of PMI AK. All decisions are final.
9	Advertise in Monthly Newsletter	Provide business card size print ready ad	One Month	\$75	Newsletter is distributed monthly to approximately 375 PMI members. Ad placement at the sole descretion of PMI. All decisions final.
10	Combination - 2 items	Select any two of the above items and receive a 10% discount.	as above	10% discount	See above.
11	Combination - 3 items	Select any three of the above items and receive a 20% discount.	as above	20% discount	See above.

Trademark Usage Guidelines

PMI Alaska Chapter also reserves the right to reject advertising in which PMI's trade, service and or certifications marks are used or attributed incorrectly. Any advertisement that contains a PMI mark must include an ownership statement, such as: "PMBOK is a registered trademark of Project Management Institute, Inc." or "PMP is a registered certification mark of Project Management Institute, Inc." Additionally, below is a brief explanation of the proper attribution for certain PMI trademarks: • PMI (the logo) = Use PMI® on first reference, unless the first reference is possessive (PMI's), in which case, place the registration mark on the first singular reference. • PMP = Use PMP® on first reference, unless the first reference is possessive (PMP's), plural (PMPs) or part of a title (Joe Smith, PMP), in which case, place the registration mark on the first stand alone reference • "A Guide to the Project Management Body of Knowledge" must appear either as the full name of the publication or "PMBOK® Guide" on ALL references • All periodical names are italicized, including PM Network, Project Management Journal and PMI Today • Building professionalism in project management. (the PMI tagline) must

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always appear as “Building professionalism in project management.” For guidance on the use of PMI trademarks not listed above or for other information on PMI trademarks and permitted uses, please see www.pmi.org.