

Society of Wetland Scientists Professional Certification Program



SWSPCP Program Office

3150 W. Higgins Rd. Suite 105
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Overview

The Society of Wetland Scientists Professional Certification Program (SWSPCP) serves the public's need to identify qualified individuals to assess and manage the Nation's resources. Certification signifies that the academic and work experience of a Professional Wetland Scientist (PWS) meets the standards expected by his or her peers of a practicing wetland professional and provides acknowledgment to his or her peers of adherence to standards of professional ethics with regard to the conduct and practice of wetland science.

The SWSPCP program meets the needs of over 1,400 professional ecologists, hydrologists, soil scientists, educators, agency professionals, consultants, and others who practice wetland science.

Advertising Opportunities

SWSPCP offers these types of advertising:

Web Site Banners

E-Letter Advertising

SWSPCP Web Site Banners

Three sizes of static banner ads are available:

- Gold
- Silver
- Bronze

Each ad may contain:

- Logo or graphic
- A maximum 50 word company description or message
- Embedded link to your website

Ads are accessible through the "Directory of Advertisers" on the vertical navigation bar on the SWSPCP website. Sponsors are displayed in alphabetical order within the level of sponsorship (ad size) purchased.

JPEG, GIF, Animated GIF and PNG are accepted. No SWF (Flash).

SWSPCP will provide the number of displays (impressions) and clicks for your ad monthly.

Cancellations must be in writing and become effective with the next ad period.

Your first ad must be prepaid prior to the posting date.

Ads will not run without a signed insertion order.

Ads are due two weeks before launch date.

SWSPCP reserves the right to approve ads in advance and to deny advertising for any reason.

SWSPCP has over 1,400 certified members and its web site receives an average of 2,225 hits a month.

Pricing				
Sponsorship	Ad Size pixels	Ad Size inches	Per Month	Three Months
Gold	500 x 400 px	6.94 x 5.56 in	\$400	\$960
Silver	500 x 200 px	6.94 x 2.78 in	\$250	\$600
Bronze	500 x 100 px	6.94 x 1.39 in	\$200	\$480

SWSPCP E-Newsletter Ads

These sizes ads are available:

- Half Page
- Quarter Page
- Eighth Page

Each ad may contain a:

- Logo or Graphic
- Embedded link to your website
- 50 word description

SWSPCP reserves the right to limit the number of ads in each e-news.

JPEG, GIF, and PNG are acceptable.

SWSPCP has over 1,400 certified members who receive its newsletter. The newsletter is e-mailed as a pdf three times a year.

Cancellations must be in writing and will become effective with the next ad period.

Your first ad must be prepaid prior to the posting date.

Ads are due four weeks before launch date.

Ads will not run without a signed insertion order.

SWSPCP reserves the right to approve ads in advance and to deny advertising for any reason.

Pricing				
Page	Ad Size Pixels	Ad Size Inches	Per Issue	Per Year (3 issues)
Half	576 x 378 px	8 x 5.25 in	\$300	\$720
Quarter	288 x 378 px	4 x 5.25 in	\$175	\$420
Eighth	288 x 189 px	4 x 2.625 in	\$150	\$360

Digital Requirements and Restrictions

Accuracy of Information

Ads must comply with all applicable FTC guidelines and other applicable laws, rules and regulations (including industry-endorsed, self-regulatory principles or guidelines).

If containing free offers and discounts, ads must disclose and provide simple access to all material terms and conditions relating to the free offer or discount. Ads must state all required Shipping & Handling fees and/or participation in offers.

Ads must not contain or imply inaccurate or unpermitted affiliation or endorsement, including but not limited to any affiliation with SWSPCP.

Ads must not make any claim about a product or service (e.g., "guaranteed") unless it has been substantiated through research, and that support is made publicly available by you online (e.g., your profile page or third party link from the ad).

Ads must not use superlatives relating to products or services that may be misleading, confusing or unsubstantiated (e.g., "most popular software on this web site"). Ads may use general terms that a consumer understands are advertising "puffery" and not scientifically proven fact (e.g., "best in the world").

Ads must not inaccurately state or imply approval or endorsement by any government or quasi-government entity.

Intellectual Property and Other Rights

Ads must not violate any privacy right, publicity right, copyright, trademark, contractual right or any other right of any person or entity (including unauthorized use of any trademark, service mark, slogan, logo, brand name, company name or other identifier).

Ads must not include a photograph or image of another person without that person's consent.

Ads must not contain any type of multi-media unless properly licensed for this specific use.

Software Downloads and Site Security

Ads must not include software downloads, automatic downloads or initiate any download, process or sequence for content, browser add on, etc.

Ads must not contain or create ActiveX objects or embeds or use any external JavaScript library.

Ads must not contain bundled components, features or functionalities with a user approved download (except with a clear opt-out basis), including software commonly classified as AdWare or Spyware.

User Experience / Ad Functionality

Ads must not block or impede browser functionality from working as intended (e.g., "Back" and "Close" functionality must be fully operational).

Ads must not feature false or misleading messaging, warning messages, dialog boxes or error messages (e.g., application, system update or diagnostic messaging).

Ads must not contain false or misleading "Close", "Minimize", "Maximize" Windows functionality. Ads must not contain any form of survey, pop-ups, pop-unders or other dialogue boxes.

Advertiser Landing Page

Ads must not contain a link to any web page

other than the advertiser's own website.



Mail or Fax Payment to:

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SWSPCP Ad Insertion Order

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Website Banner

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Gold Silver Bronze

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

E-Newsletter

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Half Quarter Eighth

Spring Summer Fall

Payment

Check Visa Master Card

Card Number _____ Exp. Date _____ Security Code _____

Authorized Signature _____