

CMM Advertising and Inter-Club Communication Guidelines

Adopted by the CMM Board of Directors June 30th, 2011

In an effort to support the CMM mission, Colorado Mountain Mushers club is pleased to offer current members in good standing the opportunity to distribute information about goods, services, animals wanted or available, and other information that may be of general mushing/dog sports interest to the CMM membership.

CMM differentiates "distributing information" as either communication or advertising as follows:

Communication refers to mission-critical, club-related topics. Advertising exists to promote or serve either a business or individual. CMM offers opportunities for both communication and advertising to its membership.

The following guidelines explain how members can best take advantage of their advertising and communication benefits:

ADVERTISING & COMMUNICATIONS GUIDELINES

CMM offers its members Mass Email as a form of communication, and the Monthly Newsletter as a form of both communication and advertising.

(1) Mass Email Guidelines:

Mass emailing will be limited to time-critical messages concerning items of communication: club event updates, race information, legislative actions, dogs needing homes, and other items directly related to CMM's mission. While not all of the members may be affected or interested by every item, we hope that the membership understands the time-sensitive nature of these requests.

Business advertisements and personal classified ads will not be distributed via club email.

Mass Email Procedure: Forward relevant information to CMM at colomtnmushers@yahoo.com with a REQUEST to distribute an email to the membership list.

(2) Club's Monthly Newsletter Guidelines:

Personal and business advertising and other items that do not meet Mass Email Guidelines will be referred to CMM Newsletter distribution.

2.1 Classified Advertisers: Members may place a free classified ad for dog-sports-related private items for sale, free, or wanted. Non-members pay a nominal fee for this privilege, see pricing table below. These ads are intended for non-business use.

Current classified advertising rates (effective June 2011):

1st issue 2nd and 3rd issues

Member free Free*

Non-member \$5 Free*

*Ad extension requires contacting the newsletter editor each month prior to the issue's publication.

Classified Ad Procedure: Please send a written description of your ad, contact information, and any photos to colomtnmushers@yahoo.com and the ad will run in the next newsletter issue. Newsletter deadlines are the end of the prior month. Classified advertisers must contact the newsletter editor (email colomtnmushers@yahoo.com) each month to request an extension of the ad listing in subsequent issues for a maximum of 3 consecutive issues. Classified ads must be paid prior to the issue's publication.

2.2 Business Advertisers: Business membership includes free, year-around advertising space for your services or sale items (up to 12 issues, 1/4 page ad size). Other types of members and non-members must pay for the ad space according to the following table for size of ad and the duration of listing. Business

advertising may or may not be dog-related, and the duration of the ad listing is based on the payment table.

Current business advertising rates (effective June 2011):

Ad size 1 issue 3 issues 6 issues 12 issues

Business card \$10 \$20 \$30 \$50

1/4 page \$20 \$40 \$60 \$80

1/2 page \$30 \$60 \$80 \$100

Full page \$40 \$80 \$100 \$150

Business Ad Procedure: Please send a written description of your ad, contact information, and any graphics and photos to colomtnmushers@yahoo.com
Business ads must be paid prior to the issue's publication.

ADDITIONAL INFORMATION

All payments should be made by check to "CMM" PO Box 476, Conifer, CO 80433, please allow time for the payment to be received and processed.

Colorado Mountain Mushers reserves the right to refuse any advertising or communication request solely at its own discretion.

The following examples show some, but not all, of the possible uses for Advertising and Communication with CMM:

1. Mass Email: Colorado legislation is voting to ban possession of more than 2 dogs per household.
2. Mass Email: Status of an upcoming race with meeting times, directions, trail conditions, etc.
3. Mass Email: County raid of a large kennel results in 50 malnourished dogs needing immediate homes or facing destruction.

4. Classified: You are selling your dog truck.
5. Classified: You are looking for dogs.
6. Business Ad: You are regularly acquiring and selling dogs, sleds, or dog food.
7. Business Ad: You want to sell your accounting services to the membership