



Maine Association of Assessing Officers

POLICY REGARDING ADVERTISING ON MAAO'S WEB PAGE

Whereas, MAAO has been approached by numerous municipal vendors of products and services who wish to have greater visibility with our members;

And Whereas, MAAO has a web site which is growing in terms of resources, importance and member hits;

And Whereas, greater revenues for the MAAO organization can provide for greater scholarships and reduced costs of training and membership for our members;

Therefore, let the following Policies be adopted to guide the cost, acceptance and placement of advertising on the MAAO web page.

1. **FORM:**The form of advertising shall be an approximate business-card-sized ad on our main page. Under the ad will be a link to "Detailed Products and Services Directory and Links." On that page, advertisers' links will be set out within certain categories, such as Software Vendors, Consultants, Revaluation Companies, Mapping Companies, Office Supplies.
2. **COST / PAYMENT:**The cost shall be \$150 per year (September 1 to August 31). Pro-rationing is limited to no less than a half-priced (6 month) period. A form indicating the vendors Company Name, Preferred Category, Address, Contact Info, Phone, E-Mail and the company Web URL Address shall accompany payment (along with the business' card or logo) and be made to MAAO, 60 Community Drive, Augusta, ME 04330
3. **APPROVAL:** All applications for web page advertising shall be forwarded to the Communications Sub-Committee who may, after research and consideration, approve, reject or forward to the full MAAO Executive Committee for further review and consideration all advertisement applications. The MAAO's hired web consultant (at this time Langer Enterprises) shall be responsible for uploading the new link.
4. **FORMAT:**No advertisement shall have any undue advantage such as larger print, larger ads, preferred web page location.
5. **SPONSORSHIP:** Companies that have provided sponsorship to the MAAO Fall Conference in the amount of \$500 or greater within the last 12 months, shall be entitled to a free ad (and link) on the MAAO page for any year that they are a sponsor of the MAAO Conference.
6. **RIGHT OF REFUSAL:**MAAO reserves all rights to refuse a vendor based on 1) not reasonably directly applicable to municipal functions; 2) socially / legally questionable or inappropriate products / services; 3) other causes for refusal as we may determine.
7. **NO ENDORSEMENT:** Approval of a vendor's link present on the MAAO web page in no way permits or allows the vendor to express or insinuate that they are "endorsed" or "a preferred provider" of the MAAO.
8. **USE OF REVENUES:** The purpose of the web advertising on the MAAO web page is two fold: 1) Assist assessors in locating businesses that provide frequently-used municipal products or services, and 2) to provide additional revenues to the organization to enhance the quantity, quality and access to Municipal Assessor training, and provide scholarships to students attending Assessor Training Programs endorsed by the MAAO.

AMENDMENTS:The MAAO reserves the right to amend this policy from time to time as it sees fit.