

ifla

international federation of landscape architecture
federation internationale des architectes paysagistes

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ifla advertising policy

purpose

The following policy is intended to cover commercial advertising and promotion to IFLA member associations and individual members.

1. Supply of mailing list to commercial firms or other advertisers

IFLA will not supply the membership list or similar details to a third party without prior approval by the Executive Committee members.

2. Circulation of advertising material to members

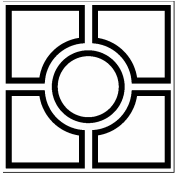
IFLA may circulate commercial advertising or promotion material to members, only at the request of members. No advertising material will be circulated together with election and mail ballot documents.

Copies of the material intended for circulation are first to be supplied to the Secretary General and President for review. Their approval will be based on the following criteria:

- The material does not contradict IFLA's Constitution, Article 1: Objects;
- The material is likely to be of interest and relevance to the profession of landscape architecture and/or to the benefit to members;
- The material is relatively brief;
- The material does not contain offensive material;
- The quantity of material is unlikely to cause irritation to members;
- The material is legal, accurate and will not bring IFLA, and/or IFLA's officers and members into disrepute.

3. Members will be asked whether they have any objection to receipt of such material and those who object will be so noted.

This is proposed to be undertaken on a regular basis, initially through a survey of members' needs which is to be drafted by the Secretary General and circulated through Regional Secretaries, as part of the Communications Plan in March 2002.



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4. A charge will be made for advertising circulation

This is likely to be a minimum of 850 Euros per mailing, depending on the quantity of the material, to cover secretarial and postage costs and provide for a modest income for IFLA. Postage will be undertaken at quarterly intervals. The fee is to be paid to IFLA's bank account prior to dispatch/ mailing.

5. Listing on the IFLA website

Advertising or promotion material may also be approved for listing on the IFLA website. Again, a charge of 850 Euros per insertion per month, depending on the quantity and time needed, is to be made for this service, and material will also be reviewed by the Secretary General and President prior to inclusion on the website.

6. Advertising of professional services

This is permitted, providing it is legal and accurate. IFLA does not take responsibility for verification of services or take any responsibility for the service. IFLA will only list landscape architectural firms if the relevant national or multi-national association is a member of IFLA, not in arrears with annual membership dues, and if the advertisers or firms are members of the relevant national association. The fee is to be 850 Euros per annum, and is to be paid to IFLA's bank account prior to posting. The size of the advertisement shall not exceed on-screen page.