

**STONE WALL ADVERTISING POLICY**  
**Bull Run Civil War Round Table**  
**November 10, 2009**

**General Ad Policy**

The *Stone Wall* accepts advertising from its members and nonmembers who wish to sell a product or service. The ads should be consistent with the Round Table's purpose as stated in the [Bylaws](#) under Section 2: Purpose of Organization, and be of general interest to its members. Those submitting ads should include their name, email address and phone number along with the ad. The Newsletter Editor will have final authority over acceptance and placement of ads.

**Rates for each ad** per issue are listed below. Advertisers will send a check payable to Bull Run CWRT, P. O. Box 2147, Centreville, VA 20122, or give a check to the Treasurer in person. Rates are as follows:

Classified/4 lines	=	\$15
Business card size	=	\$25
¼ page	=	\$40
½ page	=	\$75
Full page	=	\$140

**Size of Ad**

The ad that is *emailed to the Editor* should state the size of the final printed version and be submitted in the exact size to be printed *or as close to the desired size as possible*. A full-page submission cannot be reduced to a one-column (½ page) ad or to anything smaller. If questions arise about size discrepancies, the Editor may contact the advertiser by email.

**Procedures to Submit Ad**

1. Each ad will be submitted *by email only to the Editor* ([scox@capitalav.com](mailto:scox@capitalav.com)) at least two weeks prior to the newsletter submission deadline; this submission deadline can be found by referring to the most recent issue of the *Stone Wall*.
2. At the same time as emailing the ad to the Editor, the advertiser will send payment for the ad to the Bull Run CWRT at P. O. Box 2147, Centreville, VA 20122; or for faster service, the advertiser may give a check to the Treasurer in person.
3. Final placement of the ad in the newsletter will not be done until the Editor receives confirmation from the Treasurer that payment for the ad has been cleared. However, while waiting for the check to clear, the Editor may insert the ad temporarily into the newsletter in order to determine any size difficulties.
4. After the Editor receives confirmation from the Treasurer that payment for the ad has been received and cleared, and the payment amount corresponds to the size requested by the advertiser, the Editor will insert the ad permanently in the current issue.
5. If the confirmation from the Treasurer is sent to the Editor after the deadline for submission in the current issue, the Editor will place the ad in the next available issue. If the advertiser does not want the ad in the next available issue, the

advertiser should contact the Editor and Treasurer requesting the return of the ad and a refund of money sent

## **Guidelines**

1. *Upon the initiation of an ad policy*, one news article describing the policy will be written for the newsletter. Only the reference to the source of information will be printed in all ensuing newsletters.

2. *The reference for finding specific instructions about the ad policy* will be placed in the newsletter where the newsletter Editor deems appropriate.

3. *All ads must comply with the Bylaws* as stated in Section 2: Purpose of Organization. Therefore, no personal ads seeking romantic relationships will be accepted.

4. *Ads will be placed in the newsletter where the Editor deems appropriate* but generally will be placed after Page Four of an issue.

5. *The total number of ads allowed per issue* will be no greater than one page. If an ad is received after one page is filled, or if the ad does not fit the one page because of earlier ads, the ad will be placed in the next available issue of the newsletter.

6. *If an ad needs to be returned* to the advertiser because of the nature of the ad, the Editor will return the ad with a brief explanation that refers the advertiser to the Ad Policy.

7. *This ad policy does not preclude flyer ads printed by members at their own cost* and placed on the tables at the back of the room during General Membership meetings.

8. *Public announcements that benefit non-profit* historical organizations are not considered to be ads and will be printed in the newsletter without charge. (Example: Fairfax Station Museum Tour). However, the Editor may limit the number and size of these announcements as is necessary. If questions arise about the non-profit relationship or purpose, the Editor may consult with the Executive Committee.

9. *The Executive Committee will evaluate* the effectiveness of the ad policy from time to time. If the Executive Committee changes or discontinues the ad policy, the change(s) will be listed in a timely manner on the web site as well as in a separate news article in the *Stone Wall*.