

Advertisement and seminar policies

V. 11/2016

Advertisement

1. Journal

NCLS publishes school journal once a month for 2 school semesters per year. The journal has electronic version that is always posted on the website as well as paper print version that is distributed to parents and teachers once it is published. Over 1300 teachers, students and parents are subscribed to our electronics and paper print distribution list.

Cost:

- Back page: \$200/month full page, \$150/month half page
- Front/back inside: \$100/month full page, \$80/month half page

2. Newsletter/Blog

During school semesters, the principals send weekly newsletters to parents, students and teachers. Over 1300 teachers and parents are subscribed to our newsletter. The newsletter is in rich text format and contains text, graphics and links.

Cost: \$100 first week, \$50 per additional week

3. Posters

NCLS also accepts advertisement in the form of a poster inside the entrance of the school on the school days, from 12:30 PM to 5:00 PM. Size of the poster is flexible. Advertiser is responsible for producing, putting up and taking down the poster.

Cost: \$50 /day

Seminars

NCLS accepts seminars of education, health, career development, entertainment and other topics that are relevant to our parents, students and teachers. The seminar slot is usually 1.5 hours long, starting at 3:30. There are 3 configurations, based on the size of the audience:

- Standard: a standard classroom with capacity up to 30 people
- Large: a large classroom with capacity up to 60 people
- Auditorium: the auditorium with capability up to 300 people (microphone included)

Cost: \$150 for standard, \$250 for large and \$500 for auditorium. Cost includes use of a projector, and one or two newsletter advertisement of the seminar.

Disclaimers

- We only accept advertisements or seminars that are appropriate for our audience (e.g. classes, summer camps, schools, colleges consultation, child education, etc)
- Email confirmation from the principals or the marketing director serves as the final agreement to accept advertisement or seminar topic of specified date, format and cost.
- The full payment is due 2 weeks before the actual event or ad posting.
- Refund policy:
 - Print advertisement: 50% refund until one week before the first advertisement is sent to print. No refund after that.
 - Newsletter/blog advertisement: 50% refund until one week before the newsletter/blog is scheduled to send out. No refund after that.
 - Poster advertisement: 50% refund until one week before the day of the poster. No refund after that
 - Seminar: 50% refund until a week before the scheduled seminar date; no refund within one week of the schedule seminar.