****

**2018/2019 Requirements for Advertising a Course or Conference**

 **on the IAIAsa Website**

**DEFINITIONS: Course = short course, degree or diploma (any programme of study or training, or a unit of an educational programme)**

 **Conference = convention, forum, indaba, seminar, symposium or workshop**

**Payment for all advertising will be invoiced unless there is a reciprocal agreement in place with a voluntary association or NGO, or for events where a registration/entry fee is not charged.**

**CONDITIONS:**

* The information requested on **page 2** will ***only*** be accepted as a MS Word document. Text must be forwarded to the e-mail address given below, with the subject heading ‘Course/Conference Advert’.
* Additional information may be attached in the form of a MS Word (.doc) or an Adobe (.pdf) file. The file may be no larger than 300kB in size and preferably less.
* A lack of information may lead to a delay in uploading the advert – please ensure that all relevant information is provided and is correct.
* The number of characters per section is strictly limited – see next to each heading on **page 2** for the limits.
* If the information provided is too long for any one section IAIAsa reserves the right to edit the text accordingly.
* Complete the information required on **page 2** and email the completed form to the e-mail address provided below. A **separate form *must*** be completed for each course/conference. Please note the cost will be calculated per course/conference advertised.
* Should you wish the advert to be placed for more than 1 (one) month, please clearly indicate the number of months required e.g. ‘4 months x advertisement fee’.
* On receipt of the advertising requirements a Tax Invoice will be generated and sent for payment. Please provide details for invoicing as requested on **page 2. Please note that payment for advertising should only be made on receipt of the Tax Invoice**.
* Adverts will be posted within 3 (three) working days of proof of payment sent to IAIAsa at operations@iaiasa.co.za.
* **No advert will be placed unless proof of payment is received** and IAIAsa will ***not*** be held accountable for delays in posting an advert due to not being able to trace payment.
* Once the advert is uploaded an email will be sent to the advertiser indicating that the advert is on the website. One set of minor amendments will be made to an advert ***in response to a*** ***request*** by the advertiser.
* Members are notified of the advert through regular e-briefs, LinkedIn and Facebook. A separate e-brief will ***not*** be sent to members informing them of individual advertisements.

**PLEASE MAKE PAYMENT TO:**

Account Name: IAIAsa

 Bank: Standard Bank

 Branch: Rosebank (004305)

 Account Number: 072 507 756

 **PLEASE SEND PROOF OF PAYMENT AND THE ADVERT TEXT TO:**

email: operations@iaiasa.co.za OR fax: 086 662 9849

**COST:** **R 440.00 (14% VAT inclusive) [R385.96+R54.03=R440.00] per advert per month or part thereof** (see payment details and conditions above)

**PLEASE USE THIS PAGE, FILLING IN RELEVANT INFORMATION UNDER EACH HEADING**

**1. Course title *(limited to 50 characters)***

Descriptive title for course, diploma, degree, conference – e.g. ‘*MSc in Environmental Management*’.

Give the dates of the course (if relevant) – e.g. ‘*2-10 April 2015*’.

**2. Company name *(limited to 50 characters)***

Name of presenter – e.g. ‘*Training Inc.*’.

**3. Location *(limited to 50 characters)***

Indicate where the course is to take place – e.g. ‘Magaliesburg, NW’.

***Points 1, 2 and 3 go in the summary table of jobs on the Course Home Page – keep them short BUT descriptive.***

**4. Advert dates**

Provide the closing date for the advert. The advert will automatically be removed the day after the closing date. If no date is given, the default is 1 (one) month from the date it is uploaded onto the site.

Please DO allow as long a period on the site as possible, taking into account that it will take up to 72 hours for the advert to be uploaded onto the site.

You are reminded that should you wish the advert to be placed for more than 1 month, that the payment should reflect the request for multiple months.

**5. Course description *(preferred 1 000 – 1 500 characters for effective display)***

Provide a concise summary of the course on offer.

A short paragraph (**please keep very short!**) on the training company itself may be included as an introduction to this section.

A link to the relevant portion of the training institutions webpage may be provided, directing the interested party to more detailed information and for online registration purposes (if relevant).

Further detail may be presented in the attached document (see conditions above).

**6. Contact person *(limited to 50 characters)***

Provide the name and position within the company of the contact person.

**7. Contact fax number *(limited to 50 characters)***

Provide the relevant fax number – please ensure that the relevant area code is included.

**8. Contact phone *(limited to 50 characters)***

Provide the relevant telephone number – please ensure that the relevant area code is included. There is sufficient space for a landline and cell number to be included.

This section is optional if the advertiser only wishes to be contacted by email or fax.

**9. Contact email *(limited to 50 characters – BUT must be an email address)***

Provide the relevant email number – it MUST be a formal email address. As this is an active link only ONE email address may be included.

**10. Company web site address**

Not a separate field *BUT* if supplied will be included in the ‘Course Description’ field.

***Invoicing details***

**11. Company/Individual Name, Address, Telephone Number and VAT Number.**