



WEBSITE

Cal Planner

EVENT SUPPORT/
MARKETING

LIST RENTAL POLICIES



American Planning Association
California Chapter

Making Great Communities Happen

1333 36th Street
Sacramento, CA 95816-5401

www.apacalifornia.org

916.736.2434

WEBSITE *Cal Planner*

Website and *Cal Planner* Posting Guidelines

If you or your non-profit organization would like to post an article, event or notice on the APA California website, here are the guidelines:

1. The subject must relate to some aspect of planning or address issues that affect planners.
2. The subject must be nonprofit or the event must not require any fee for attendance.
3. The subject must apply to a regional area at a minimum (i.e. a broader geographic area than a single municipality).
4. The subject must not express views that conflict with the values of APA California (as stated in the Legislative Platform and Mission Statement).
5. The submitter must provide a source of additional information, either a document to upload, a website to link to, and/or contact information.
6. APA California shall determine how and where subject content will be posted on the website. APA California may summarize subject content to be consistent with website format and space considerations.
7. Prior to posting to the website, the posting must have approval of the VP of Public Information and, if the posting deals with a specific portfolio subject such as certification maintenance or legislation, the appropriate Vice President or Board member.

Cal Planner Publication Guidelines

You and your planning colleagues have excellent insight and expertise to share. Cal Planner is the natural venue to generate discussions about best practices, innovative approaches and everyday “how to” tactics. Please consider writing an article, submitting bulleted sidebars that make your planning day easier, contributing photos/images for a photo essay, or recruiting another author/photo essayist using the following guidelines and process:

- E-mail your article to APA California’s VP for Public Information. If you would like to talk with the VP about an article idea, feel free to contact the VP using the contact information below. Please tell us if the article has been submitted to another publication, has been printed in another publication or if it is about to be published.
- Articles should be 950 words or fewer. Short, one-paragraph articles with interesting and concise content, bullet points for a sidebar, and letters to the editor, are also welcome. Articles should be oriented to practicing professional planners and provide salient information, methodology or insight relevant to the practice of professional planning.
- We reserve the right to edit for appropriate content, grammar and space. Once you have submitted the article, it is considered final and you will not be allowed to submit revisions.
- Each article and/or photo(s)/image(s)/video(s) must be accompanied with a signed copyright agreement that gives the Chapter exclusive rights to the article and photo(s)/image(s)/video(s). The copyright agreement can be downloaded from the APA California website and faxed to Dorina Blythe at 951.695.3646.

We look forward to reading your article.

EVENT SUPPORT/ MARKETING

APA California Support and Marketing Assistance Request Policies

If you or your organization would like to request that APA California support or provide marketing assistance for an event, here are the guidelines:

EVENT SUBJECT AND APPROVAL PROCESS

1. The subject and agenda of the event must relate to some aspect of planning or address issues that affect planners.
2. The event speakers must include APA California members or have expertise in planning.
3. The subject of the event must apply to a regional area at a minimum (i.e. a broader geographic area than a single municipality).
4. The subject of the event shall not express views that conflict with the values of APA California (as stated in the Legislative Platform and Mission Statement).
5. The event sponsor shall request APA California marketing assistance in writing/e-mail, including how it will meet the event marketing assistance requirements.
6. Co-sponsorship must have the approval of the President and, if the posting deals with a specific portfolio subject such as certification maintenance or legislation, the appropriate Vice President or Board member.

EVENT MARKETING ASSISTANCE REQUEST CRITERIA

APA California may agree to support and/or provide marketing assistance for an event that, at a minimum, meets the following criteria:

1. The event satisfies the above subject and approval process.
2. APA California has agreed to provide an e-mailed notice to members about the event, and advertise the event on the APA California website, and/or through an APA California-initiated blast e-mail to members.
3. The event sponsor agrees to list APA California as a supporter of an event on all communication materials related to the event, and agrees to prominently display the APA California logo as part of any event marketing materials.
4. The event sponsor provides a source of additional information, either a document to upload, a notice, a website to link to, and contact information for APA review.
5. APA California shall determine how and where subject content will be posted on the website, and APA California may edit or summarize subject content.
6. APA California will receive ad compensation or equivalent economic benefit for APA members determined by APA California to be commensurate with the marketing activity provided by APA California such as the following:
 - a. Complimentary registrations
 - b. Registration discounts for APA California members
 - c. Reciprocal cross-marketing privileges of similar size/scope/audience
 - d. Payment of fees for services provided
 - e. Distributing and displaying APA California marketing materials at the event.

LIST RENTAL POLICIES

Use of Mail and E-mail List Policies for Non-APA Supported Events

APA California does not own the APA California mailing lists and does not rent membership lists. The lists are owned and controlled by National APA. APA California as a result adheres to the membership rental list policies of National APA (see below). All requests for rent of APA California's membership list, unless the membership list is to be used for an APA California supported event (see criteria above), must be sent directly to National APA.

APA California and National APA do not rent or otherwise provide member e-mail lists.

NATIONAL APA MAIL LIST RENTAL POLICIES

Please read these policies BEFORE requesting APA California's mailing list from National APA.

1. APA's mail list may be rented for:
 - Promotional materials for workshops, short courses, and graduate programs relating to the planning field.
 - Promotional materials for publications related to the planning field.
 - Promotional materials for other products related to the planning field.
 - Announcements of job vacancies in the planning field.
2. APA's mail list MAY NOT be rented for:
 - Promotional materials unrelated to the field of planning, unless permission is granted by the Director of Marketing.
 - Surveys, unless permission is granted by the Director of Research.
3. All lists include contact name and preferred mailing address (home or work) only. Lists DO NOT include the contacts' phone, fax or email address.
4. All list orders MUST BE SUBMITTED IN WRITING AND INCLUDE A SAMPLE of the completed promotional piece for which the list is to be used.
5. APA reserves the right not to rent its mailing list. APA must review and approve sample mailing pieces. If there is a conflict with an APA sponsored program, the list will not be released. A 60-day blackout period exists before/after our annual National Planning Conference. Please check the website www.planning.org for conference dates.
6. Normal processing time for the list order is 5-7 business days from the receipt of the completed order form, payment and sample piece. Rush service is available for an additional fee of \$50. If requesting preliminary counts, please allow two business days for a reply. We limit preliminary counts to four per request.
7. APA does not allow its lists to be copied in any format. This includes adding APA's mail list information to a database.
8. The NAME of the American Planning Association — or ANY part of APA/AICP CANNOT be included in the promotional materials.
9. The MINIMUM ORDER for the APA mailing list is \$300. Orders with totals of less than \$300 will be charged the minimum of \$300.
10. All APA mail list orders must be prepaid with a credit card or check before delivery of the list can be made. No exceptions will be allowed.
11. Discounts of 15% will be allowed to registered list brokers.
12. We DO NOT offer "Nth" # select or key coding.
13. When purchasing standard lists and Interest Divisions, you must buy the WHOLE list.
14. APA Book Buyers list CANNOT be deduced against other lists.
15. APA DOES NOT provide usage information for our mailing lists.
16. APA DOES NOT provide merge/purge service on any of our mailing lists.
17. APA DOES NOT provide mailing labels, diskettes, CD-Roms, magnetic tapes, etc. All lists are emailed in the requested format to the contact email address listed on the order form.