

SCOT Trust New Zealand

Website Ad Sponsorship Terms and Conditions



Introduction

As a non-profit charitable organisation focused on transforming lives of disadvantaged children, SCOT Trust New Zealand accepts a limited number of sponsor advertising exposures on its community website. Revenues generated from this source are used to support operational expenses and programme development costs.

Whether you are in the commercial, public or voluntary sector, there are potential opportunities to advertise on SCOT's community website as a webpage sponsor particularly if your advertisement and product provide services, products, or information that are useful to readers.

The Platform

SCOT employs WordPress.com as a web publishing platform for these reasons:

- It versatility allows SCOT to create feature-rich content frequently that keeps its readers up to date. Everything that makes web pages feel rich like pictures, videos, music, documents – feels right at home in SCOT's website..
- Search engines love frequent updates because it results in regular indexing. Indexing prompts search engines like Google to crawl towards SCOT's website more often. It can be a fantastic source of positive content promotion not only for SCOT's cause but also for its web page ad sponsors as well.
- It is a powerful semantic publishing platform that combines the power of Microsoft Word with the intuitiveness of an iPhone. This combination makes it possible to instantaneously broadcast website content on Facebook, YouTube and other popular social networking websites and RSS feeds attracting more readers to SCOT's website.
- SCOT's website is also mobile phone enabled. This means that the growing millions of internet-ready smart phone users now have access to SCOT's website by simply searching for it on the Web and bookmarking it on their devices for return visits anywhere anytime.
- The platform fetches higher rankings on search engines more than other popular global and local platforms. Those rankings consequently lead to more traffic flow to advertising exposures found on SCOT's website.
- The latest numbers (March 2013) based on Google AdSense Trends page reveal that Word Press has consistently maintained its top spot since 2004 with 94 out of 100 index points.

Sponsorship Is Not Fluffy

Rate payers and consumers of products and services in New Zealand these days are increasingly expecting providers to exhibit clear forms and initiatives of corporate social responsibility. It is now a relevant and growing social trend.

A reputation is not about what you have to say about yourself but more on what others have to say about you. Visibility means opportunity but it needs to be developed and managed.

An ad sponsor associated with SCOT can help improve reputation in many ways – strengthening brand loyalty, acquiring new audiences, improving customer “stickiness” or retention and enhancing staff engagement.

Ad exposures on SCOT's website is a first step towards amplifying just how a sponsor's resources, staff involvements and on-ground activities are being committed to support beneficiaries and others in the community. It means being part of a complementary network of local authorities and businesses that support SCOT. It creates a public perception of being proactively engaged in solving social issues like poverty, hunger and missed opportunities for education that plague economically-challenged children in our midst.

Web Page Ad Exposure Rates

An exposure on a single web page runs for a maximum duration of 6-months for just NZ\$ 50/per month, or NZ\$ 300.00 for the entire time period.

If you wish to avail of preferential advertising rates for multi-page exposures we can create a bulk exposure arrangement for you based on the number of web pages you want your ad exposed for the same time period.

To avoid clutter, there is a limit imposed on the total number of sponsor ads that are exposed on each and every web page of SCOT's website. The limit is six (6) sponsored ads at any given time.

How To Get Started

Engagement with SCOT as a web page ad sponsor starts simply by emailing us your expression of interest also containing your contact details that include:

1. Full name of contact person
2. Full name of organisation or business
3. Address of organisation or business
4. Phone number (include area code)
5. Mobile number (if any)

Other details we need to know too from you are:

1. Your preference whether for a single web page exposure or multi-page arrangement.
2. If for a single page, ID the desired web page on SCOT's website where you want ad exposed.

SCOT will reserve a spot or spots on desired web pages depending on availability. The reservation period takes effect from the time we receive your payment up to the time you submit your digital material to our website administrator.

Priority on a queue line is given to ad sponsors who opt for discounted multi-page rate arrangements as follows:

1. 1st Priority: For reservations consisting of eight (8) or more web pages
2. 2nd Priority: For reservations consisting of four (4) to seven (7) web pages.
3. 3rd Priority: For reservations consisting of two (2) to three (3) web pages.

Image Dimensions and Formats

All web page ad sponsors are limited to having one (1) type of ad for the entire 6-month exposure duration. However, if they wish to replace or change their ad for an updated one within this time period, a NZ\$ 25.00 replacement fee will be charged. Only one change is allowed.

Image based files need to be sized at exactly 640-pixels wide and 127-pixels in height/depth using either .jpg or .png digital image formats. Please avoid submitting digital images in sizes and/or formats that do not conform to these standard specifications.

NOTE: Hyperlinked digital images that allow SCOT website visitors to click it and be redirected to the ad sponsor's website Homepage or Facebook page can be arranged. There is an additional NZ\$ 50 set-up charge and the ad sponsor must submit the page link or url involved to SCOT's website administrator before it can be activated *prior* to loading the image file.

Online Payment Details

Hereunder are details you will need to effect payment/s:

Account Name: Carlos C. Quirino, Jr.
Bank Name: HSBC New Zealand
Account Number: 30 2908 0492526 095
Reference: [Name of Your organisation]
Particulars: SCOT Ad Sponsorship

Contact Our Web Administrator

SCOT's web administrator is tasked with managing all aspects of its website ad sponsors programme. Here is who and how you can contact him:

Carlos C. Quirino, Jr.
Email: carlosquirino@gmail.com

Thank you for supporting SCOT Trust New Zealand!