

## Advertisement Guidelines :

by decision of the Executive Committee of Aesop (Exco), 27<sup>th</sup> of March 2008

### ✓ **Type of advertisement appreciated by Aesop**

Advertisement is defined as an announcement made by a third party with the prime benefit to this party. Advertisement to be presented through the various means Aesop has available should be relevant to the field of Planning and of interest to Aesop and to Aesop's members and in accordance with AESOP's mission.

The message the advertisement is delivering should be:

- clear in its presentation,
- straightforward in its meaning
- aesthetically acceptable (not in contrast with Aesop's formats and layouts).

It will be both the responsibility of Aesop and of the advertiser to leave no space for doubts that the message presented is advertisement (if felt appropriate 'advertisement' as an announcement might be added).

Language conditions : AESOP accepts advertisements with attached documents in national languages but a 5-10 lines English presentation has to be provided.

### ✓ **Web + mail information package**

The information advertised by AESOP is simultaneously :

- added on the relevant page of our website : Books - Congresses – Editors call for papers – Education programs – Jobs. Our website receives 150 visits per day.
- added to our Newsletter sent by individual e-mail to each AESOP relation (**2500** Planning Academics from Europe and all over the world).

### ✓ **Price table :**

| Announcement                                   | AESOP members | Other parties |
|--|---------------|---------------|
| Book   | free          | 300 €         |
| Book selection (publishers)                    | free          | 750 €         |
| Congress                                       | free          | 300 €         |
| Editors call for papers                        | free          | 300 €         |
| Education program                              | free          | 300 €         |
| Job  | free          | 300 €         |
| Job reduced (temporary positions, fellowships) | free          | 100 €         |

**Prices presented do not include VAT and bank transfer charges.**

**Other advertisement possibilities (post mail, inserts in our publications) : information upon request.**

