

AESOP

Advertisement Guidelines

resolution of the AESOP Executive Committee (ExCo), March, 27th 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 and straightforward in its meaning,

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.

Advertisement package

The information advertised by AESOP is simultaneously, Advertiser is responsible for adding the advertisement on the relevant sub-page of our website: News – Activities - Books – Journals – Education – Jobs.

Prices

ANNOUNCEMENT	AESOP MEMBERS	OTHER PARTIES
Book	free	300€
Book selection (publishers)	free	750€
Activities	free	300€
Journals (incl. call for papers)	free	300€
Education	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 from Secretariat General.