

Process Details for Vendor Advertising

A. If a vendor becomes a member of the APIC MN Sponsorship Program

1. Vendor receives,
 - a. As Gold sponsor
 - i. Special recognition on the website with a link to the website
 - ii. ¼ page ad in 6 issues of the newsletter
 - b. As Silver sponsor
 - i. Company listing on the website with contact information
 - ii. ¼ page ad in 3 issues of the newsletter
 - c. As Bronze sponsor
 - i. Company listing on the website
2. BMI to notify Website Editor and News & Views Editor (when appropriate) when there is a sponsor to be highlighted.
3. Website Editor and News & Views Editor (when appropriate) to assist BMI in placement of listing, as needed.
 - a. If there are more Gold sponsor listings than space on the website home page, BMI will rotate the listings, using pages 1, 2 and 3(?) of the website. Website Editor will assist BMI as needed.
 - b. Gold sponsors will be first to have home page recognition.

B. If a customer (vendor, APIC member, other) requests to place an advertisement with MN APIC

1. Ask the customer
 - a. Are you an APIC member, vendor, other?
 - b. What do you want to advertise?
 - c. Do you want to advertise in the newsletter, website, or both?
2. Refer to the [Advertising/Mailing Price List](#) to determine the charges.
3. If there is no charge for the advertisement,
 - a. Email the request to the Website Editor and/or News & Views Editor, as appropriate, indicating there is no charge.
 - b. Website Editor shall post accordingly.
 - c. News & Views Editor shall review, then email request to BMI for posting in next newsletter edition, identifying where it should be placed.
4. If there is a charge for the advertisement,
 - a. Customer to fill out an *Advertising Application* located at www.apicmn.org>Resources>Policies & Forms>Policy #6
 - b. BMI receives the completed application.
 - c. BMI places the advertisement and bills the customer.

C. If a customer (vendor, APIC member, other) requests to place a job posting with MN APIC

1. Ask the customer
 - a. Are you an APIC member, recruiter, non-APIC member?
 - i. If a healthcare facility, does a MN APIC member work there?
 - b. Do you want to advertise in the Newsletter, Website, or both?
2. Refer to the [Advertising/Mailing Price List](#) to determine the charges.
3. Direct customer to the website to fill out an online [Job Bank Posting](#) located at www.apicmn.org>[Job Bank](#)>[submit a Job Bank posting](#).
4. Explain to customer that job will post through one issue of News & Views. Same time period will apply if posted on website.
 - a. Customer needs to understand that MN APIC does not have monthly issues of News & Views, so there is a chance their posting will run at least one month, perhaps two.
 - b. If customer wishes to continue job posting, they will be required to contact MN APIC to request its continuation.
5. BMI receives the completed job posting.
6. BMI places the posting and bills the customer if appropriate.

D. If a customer requests the use of the MN APIC membership list

1. Send request to BMI.
2. BMI coordinates the request using Policy #3
 - a. Uses the [Advertising/Mailing Price List](#) to determine the charges.
3. BMI completes the request and bills the customer.