

WEB SITE POLICY

POLICY NUMBER: 96-5
SUBJECT: GUIDELINES FOR CWEA WEB SITE AND EMAIL
AND LOCAL SECTION WEB SITES AND EMAIL
EFFECTIVE DATE: September 21, 1996
REVISION DATE: May 1, 1999
APPROVED BY: CWEA Board of Directors

POLICY

The purpose of the CWEA Web Site is to promote the gathering and sharing of information by professionals in the wastewater industry.

Procedures have been developed to insure that the Web Site is kept within the framework of its purpose, and within the Mission of CWEA, which is to provide education and information about the wastewater industry.

CWEA accepts no responsibility for notes or material entered by any party other than CWEA.

No person shall make use of the name of CWEA, or speak on behalf of CWEA except the President and the Executive Director

CWEA reserves the right to reject or delete any material at any time for any reason. Failure to follow the Guidelines could mean termination of CWEA membership.

PROCEDURES

1. GENERAL PROCEDURES

The volume of material precludes editing. Therefore, CWEA depends on users to cooperate in complying with the rules, and also, in advising us if any material appears that does not conform with the guidelines.

- a. Pseudonyms are prohibited. Real names are to be used.
- b. Private discussions are discouraged. Those are not appropriate for the Public Forum. Additionally, no private telephone numbers or addresses or passwords are to be listed, except on private email.
- c. Obscene material is prohibited.
- d. Solicitations are prohibited. No soliciting of funds, goods or services is permitted for personal, religious, social or political purposes or organizations. Additionally, there shall be no lobbying for causes.
- e. The Board hereby establishes policies for advertising which shall

- be adhered to:
- i) CWEA has a strong and undeviating commitment to complying with all applicable anti-trust laws, and requires that all volunteers, staff and consultants comply with anti-trust laws.
 - ii) CWEA assumes no responsibility for any loss, damage or injury resulting from any advertising.
 - iii) Advertising shall be received and awarded on a first-come, first-served basis. Date of receipt of payment establishes priority.
 - iv) Advertising that involves drawings, lotteries and/or contests is expressly prohibited.
 - v) Advertising shall comply with all CWEA policies and procedures.
 - vi) CWEA requires that all advertisers comply with copyright and trademark laws, and assumes no liability for infringement by advertisers.
 - vii) Revenue received for advertising posted on Local Section pages shall be split between CWEA and Local Sections, with CWEA receiving 2/3 and Local Sections receiving 1/3 of the proceeds, after any fees have been paid to WEB consultant.
 - viii) Rates shall be established by the Board of Directors.
 - ix) Advertising shall be clearly identified as such.
 - x) No more than 2 advertisements or links shall be applied to any WEB page.
 - xi) Links shall be only to the advertisers own home page.
 - xii) A maximum size for any advertisement shall be established by the Board of Directors.
- f. Threats are prohibited.
- g. Posting of copyrighted and trademarked materials is prohibited unless a written release is obtained from the copyright holder, with a copy of the release to the CWEA Executive Director in advance of posting. CWEA assumes no responsibility for the violation of trademarks or copyrights.
- h. Illegal material is prohibited. No fraudulent claims may be made. Illegal material and threats will be referred to law enforcement.
- i. No slurs of any kind are acceptable.
- j. Courtesy is expected. Polite communication is required, even when disagreements of opinion occur. No personal attacks, slurs, or insults will be tolerated.
- k. Brevity is essential, since hardware and access lines are limited.
- l. No surveys or questionnaires may be conducted. CWEA reserves the right to conduct its own opinion polls.
- m. Announcements must provide the following information:
Event title; sponsor; date; time; place, cost;
business telephone number for additional information.
- n. Archives will be maintained by CWEA, at its discretion. Information may include records of users and notes for the protection of CWEA. Such information may be used by CWEA.
- o. Spokespersons shall only be those designated by CWEA. No other spokespersons shall be recognized. Changes in spokespersons must be made in writing to the CWEA Executive Director, on organization letterhead, and shall be signed by one of the recognized spokespersons.
- p. Linkages with other organization web sites shall only be made upon written agreement between the two parties authorized representatives.

2. LOCAL SECTION WEB SITES

Local Sections may develop their own web sites. Local Sections shall adhere to the CWEA Web Site Policy. Local Sections are required to notify the Executive Director of start-up and/or removal of web sites. Local Sections electing to have their WEB sites hosted by other-than the CWEA service provider shall comply fully with this policy.

Local Sections electing to have WEB sites hosted by other-than the CWEA service provider, or directly maintaining their own WEB sites shall conform to standards and conventions established in conjunction with the CWEA service provider.

In an effort to improve information exchange, Local Sections shall be linked to the CWEA state web site.

The selection of a service provider shall be made after evaluation of several proposals. To avoid conflict of interest between members proposing to provide service, no member who provides a service to CWEA shall benefit financially from the provision of such service.

Local Sections shall track income and expenses related to the installation and operation of web sites, as net income is taxable as Unrelated Business Income, and is reportable to the IRS.

CWEA reserves the right to establish a maintenance fee for all Local Section WEB sites.

3. HOURS OF OPERATION

CWEA strives to maintain the WEB in operation 24 hours per day. Periodically, the Web Site may be off-line to permit servicing. CWEA accepts no responsibility for equipment failure of the service-provider.

CWEA will strive to respond to requests for information within 48 hours, whenever possible, staff permitting.

4. CHANGES IN POLICY

CWEA reserves the right to make changes to policy without prior notice. All Web Site users are expected to review the policies contained in the Guidelines periodically, and all users are expected to know and comply with all posted policies at all times.

WEB ADVERTISING PRICE LIST

Appendix to WEB Site Policy 96-5 (Revised 9/15/01)

Display Advertising Formats and Rates

<u>Ad type</u>	<u>Annual Contract (per issue)</u>	<u>1 Time (single issue)</u>
Premium Package	\$500	\$550
3 Tiles	\$400	\$450
2 Banners	\$350	\$400
2 Tiles or 1 Skyscraper	\$275	\$325
1 Banner	\$200	\$250
1 Tile	\$150	\$200

Special Position Information: The publisher determines advertising position unless a special position (as available) is purchased.

Additional Rates:

	<u>Annual (per issue)</u>	<u>Single issue</u>
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Additional banners:	\$150 each	\$200 each
Additional tiles:	\$100 each	\$125 each
Bridge page:	\$200	\$200
E-mail tiles:	\$1000	\$1250

Ad Description:

- Banner Ad: A horizontal ad across the top of the page.
- Tile Ad: A square ad placed on either the right or left boarder of the page.
- Skyscraper: A vertical ad approximately the size of two stacked tile ads.
- Premium package: Premium tile, 2 banners, 3 tile or 2 skyscrapers, or
Premium banner, 2 tiles, or one skyscraper.
- Bridge Page: A bridge page is hosted on the CWEA server to which other ads are linked.
- E-mail tiles: E-mail tiles appear on an e-mail notice to all members.