



Building professionalism in project management®

Design • Procurement • Construction
Specific Interest Group

Advertising Policy of The Design-Procurement-Construction SIG

1. Whereas the D-P-C SIG must balance competing demands
 - 1.1. Privacy of members' personal, contact, and professional information,
 - 1.2. The need for the D-P-C SIG to market itself, raise funds, and perform its chartered service and educational missions,
 - 1.3. PMI GOC guidelines for SIGs' marketing and advertising activities, the Board of the D-P-C SIG has enacted this advertising policy.
2. Advertising by the D-P-C SIG
 - 2.1. Confidentiality
 - 2.1.1. PMI members have the first right to opt-out of allowing their personal, contact, and/or professional information to be disseminated outside the D-P-C SIG Officers' use in the service of PMI members.
 - 2.1.2. D-P-C SIG Officers and their designees have an affirmative duty to safeguard members' personal, contact, and/or professional information.
 - 2.2. Channels and Media (PMI and other reputable professional organizations in the A/E/C, D-P-C fields)
 - 2.2.1. Publications
 - 2.2.2. Web sites
 - 2.2.3. Newspapers (e.g., NY Times, Washington Post, etc.)
 - 2.2.4. Attendance at conventions, seminars, and other programs by D-P-C SIG Officers and/or their designees
 - 2.2.5. As a Worldwide organization, the D-P-C SIG's advertising efforts are not limited by geography.
 - 2.3. Market Segments
 - 2.3.1. Current D-P-C and PMI members, and prospective members
 - 2.3.2. Since Architecture, Construction, Design, Engineering, and/or Procurement span industries, sectors, and geographies, advertising by the D-P-C SIG is not limited to construction.
 - 2.3.3. Project Managers and allied associates who are involved in Architecture, Construction, Design, Engineering, and/or Procurement
 - 2.3.4. Stakeholders including college-level students, beginning professionals, journeymen, and/or executives who are involved in Architecture, Construction, Design, Engineering, and/or Procurement

- 2.3.5. Those who are not D-P-C SIG members, but work closely with our members and potential members such as building inspectors, government officials, or product manufacturers, for example
 - 2.4. Timing of the D-P-C SIG's marketing and advertising activities is a function of the
 - 2.4.1. Portion of the D-P-C SIG's budget that is allocated to marketing and advertising
 - 2.4.2. Frequency of publication of the journal, magazine, newsletter (i.e., The Project Management Standard), Web site, or other product in question
 - 2.4.3. Tangible and intangible anticipated return on investment to the SIG and its members, based on fiscal requirements and the SIG's chartered mission
 - 2.5. Budgeting and Evaluation of the D-P-C SIG's Advertising Program
 - 2.5.1. The D-P-C SIG's Advertising and Marketing budget shall be developed and proposed to the Board by the Vice Chair Marketing each year
 - 2.5.2. The criteria for an item to be included in the budget shall include the Vice Chair Marketing's best estimate of tangible and intangible anticipated return on investment to the SIG and its members, based on fiscal requirements and the SIG's chartered mission
 - 2.5.3. It shall be implemented only after approval of the D-P-C SIG Board
 - 2.5.4. Each advertising and marketing activity shall be evaluated for its ability to meet or exceed the aforementioned criteria on a bimonthly basis to remain in use, with the caveat of abiding by contractual obligations.
 - 2.6. Paid versus Unpaid Advertising
 - 2.6.1. Unpaid advertising is preferable
 - 2.6.2. Paid advertising is to be used only if the anticipated return on investment is positive, or in light of the SIG's advertising portfolio, is the best use of those funds.
 - 2.7. Promotion involves incentives to stimulate demand for SIG products or services, or a behavior (e.g., becoming a D-P-C SIG member)
 - 2.7.1. Promotions may include complimentary or discounted memberships, copies of publications, tuition to a professional program, and/or other related goods.
 - 2.7.2. At no time shall a promotional item that creates any appearance of impropriety or violates PMI's Code of Ethics or D-P-C SIG standards be allowed.
 - 2.7.3. Promotions shall be recommended by the Vice Chair Marketing, with input from the Board of the D-P-C SIG, who will collaboratively prioritize and budget them along with any other portion of the advertising program as described in Section 2.5.
 - 2.8. Publicity involves stimulating demand with news about the D-P-C SIG
 - 2.8.1. This shall be accomplished by the Channels and Media as described in Section 2.2.
 - 2.8.2. Publicity activities shall be recommended by the Vice Chair Marketing, with input from the Board of the D-P-C SIG, who will collaboratively prioritize and budget them along with any other portion of the advertising program as described in Section 2.5.
 - 2.9. Personal Selling involves face-to-face communications between SIG Officers and/or their designees, and members of targeted market segments
 - 2.9.1. This is best performed by Local Interest Group (LIG) liaisons or by others at seminars, conventions, and/or other programs.
 3. Advertising by Other A/E/C- and D-P-C Affiliated or Non-Affiliated Professional Organizations
 - 3.1. Generally, advertisements should be focused on products, services, and organizational awareness (i.e., content that has some relationship with project management and professional/business life).

- 3.2. Advertisers will ensure that their material:
 - 3.2.1. Is consistent with the moral, legal and business policies of PMI and the D-P-C SIG.
 - 3.2.2. Does not infringe upon the legally registered trademark or copyright of another organization.
 - 3.2.3. Any organization or individual may submit advertisements but the D-P-C SIG Board reserves the right to exclude an advertisement in any SIG publication.
 - 3.2.4. All items submitted for publication are subject to editorial review by the Vice Chair Communications with input from other Board members
 - 3.2.5. The D-P-C SIG Board will consider professional appeal and value to the SIG membership in approving advertising.
 - 3.2.6. No advertiser will be permitted to purchase more than the standard sized advertisement identified in this document so that we do not create an ‘advertising competition’ among the corporations that wish to advertise with the D-P-C SIG.
 - 3.2.7. The D-P-C SIG accepts no responsibility or liabilities for errors in advertising or content. Our responsibility is limited to taking the content provided by the advertiser and making it available through our web site.

- 3.3. Types of Advertising
 - 3.3.1. Public Service Advertising shall consist of project management related “Job Opportunity” notices placed by employers or recruiters.
 - 3.3.2. Paid Advertising shall consist of all other advertising.
 - 3.3.3. No personals will be published.

- 3.4. Channels and Media
 - 3.4.1. Web Site: The Vice Chair Communications shall be responsible for creating and maintaining a specific web site page and link from our home page entitled “Advertising.” Each corporation that advertises with the D-P-C SIG will be allocated ¼ of a web page for:
 - 3.4.1.1. The Corporate Logo.
 - 3.4.1.2. Any contact information they desire to place on the page.
 - 3.4.1.3. Any specific advertising or advertising messages that they wish to display.
 - 3.4.2. News Brief: see sizes identified in Advertising section.

- 3.5. Pricing
 - 3.5.1. Announcements made on behalf of PMI Global Operations Center, PMI chapters, other SIGs and D-P-C SIG sponsored Programs, Speakers, and Educators will not be considered advertising, and thus, pricing for the advertising will be assessed annually.
 - 3.5.2. Advertisers will be invoiced at publication time; terms net 30 from invoice date. Interest charges of 1.5% per month will be applied to overdue balances.

- 3.6. Discounts available:
 - 3.6.1. 10% discount if 2 or 3 ads, any format, are purchased within the same calendar year by the same individual or organization
 - 3.6.2. 20% discount if 4 or more ads, any format, are purchased within the same calendar year by the same individual or organization.

D-P-C SIG Advertising Rates (Effective 1 March 2007). All rates in U.S. funds.

Ad Category Format	Commercial ¹	Educational ²	Jobs Available ³	Jobs Wanted
Newsletter Business Card: Boxed area, half page wide, not to exceed 8 lines.	\$50	Free*	Free*	Not available
Newsletter Quarter Page: Full page width up to 12 lines including title, images and white space OR ½ page width with up to 24 lines including title, images and white space.	\$75	Free*	Not available	Not available
Newsletter Half Page: Full page width up to 25 lines including title, images and white space.	Not available	Not available	Not available	Not available
Newsletter Full Page: Full page width up to 50 lines including title, images and white space.	Not available	Not available	Not available	Not available
Web Posting – Banner Ad (Footer): Posted on the D-P-C SIG website for up to one month. Displays on all pages except the Home page	\$100	Free*	Not available	Not available
Web Posting - Page: Posted on the D-P-C SIG website for up to one month; 1 full Newsletter page equivalent.	\$125	Free*	Free*	Free to D-P-C SIG Members
Direct Distribution via Constant Contact: Separate, direct email distribution of material to the D-P-C SIG mailing list via Constant Contact. Individuals or organizations requiring this type of communication should contact PMI GOC to purchase the mailing list.	Not available	Not available	Not available	Not available

¹ **Commercial:** promotion of events, workshops, seminars, courses, products, or professional services offered by individuals, companies, for profit organizations, etc.

² **Educational:** promotion of courses, educational events, seminars, symposiums or conferences on behalf of PMI accredited, public educational institutions (e.g. colleges or universities).

³ **Jobs Available:** employment or contract opportunities direct from potential employer (no agencies or recruiters).

⁴ **Jobs Wanted:** personal job wanted ads for D-P-C SIG members only. Content limited to short bios, brief description of skill set, and nature of desired work; specifically excludes the advertising and/or promotion of personal businesses or professional practices. Detailed resumes and/or CV's prohibited.

* **Free:** based on availability