

## ASiT Marketing

### **Mailshot and Online Advert [£450 + VAT]**

Email shot to membership and online advertisement accessible by members and non-members in the “resources” or “upcoming events” section of the website for a period of 1 month.

### **Members Section and Newsletter Advert [£250 + VAT]**

Online advertisement accessible in the members section of the website for a period of 1 month which is also included in our monthly newsletter. N.B. Monthly newsletters are scheduled to be sent on pre-specified dates, which cannot be altered.

**Discounted to £150+ VAT for courses offering 15% discount per person for ASiT members.**

**Free for courses offering 25% discount per person for ASiT members.**

### **Complimentary advertising**

Online advertisement accessible in the members section of the website for a period of 1 month for courses offering entirely free course/event/resource registration for ASiT members. A selection of these may be included online, in mailshots and in newsletters at the discretion of the ASiT executive committee.

### **Multiple adverts**

A 25% discount is offered for all subsequent advertising purchased within the same financial year.

## Terms and Conditions

1. ASiT provides only the services listed above. Production, design and proof-reading of the emails and online advert material should be conducted by the payee.
2. At no point should the payee make any claim that the course, resource or event is endorsed, supported or associated with the Association of Surgeons in Training either in the marketing email or online advert to be disseminated or in any other third party communication.
3. Online adverts require a word document containing all the content the payee wishes to display online. This should not exceed 200 words and should contain a single image or logo the payee wishes to display on the advert.
4. Whilst in the vast majority of cases there are no content problems with the email adverts or online adverts we facilitate we reserve the right to request an alteration to the content of the emails and online adverts prior to dissemination.
5. Should any change in content suggested by ASiT Executive be unacceptable to the payee ASiT will offer a full refund but will not disseminate the information.