

OGSM website advertising guidelines

Preamble

The Obstetrical and Gynaecological Society of Malaysia has for the past few years made an earnest attempt to increase web-based interaction with the membership. The intention is that in time, the society may be able to minimize or no longer need to resort to the traditional means of paper communication. If successful, this will enhance efficiency of communication, reduce costs and ultimately reduce our carbon footprint.

To this end, several measures have been taken to achieve this. These measures include optimizing our website functionality, utilizing email as a default means of communication, encouraging electronic submission of abstracts for our scientific congresses and when deemed absolutely necessary to send hard-copy material, to minimize cost by utilizing combined mail-outs.

As a progressive measure that builds on the success of our new website and its increased functionality, the society realizes the potential of the website for advertising purposes. Certainly, the commercial benefits are tremendous but the society takes cognisance of the fact that guidelines are necessary to ensure that the society's reputation is safeguarded and potential complications in our newest endeavour are anticipated and avoided.

Guidelines

Phase 1 – the initial phase

1. In the initial stages, three sizes of advertisements will be allowed, these being small medium and large. The cost of this advertising space will be RM500, RM750 and RM1000 respectively. There is currently only space for 3 advertisements available on the front page of the OGSM website available, one of each size.
2. Advertisement space will be allocated for the duration of 3 months, but can be renewed for a further 3 monthly slots at the same cost, provided that no other requests have been received.
3. If there are other requests made for advertising space, this will be decided on a first-come first-serve basis.
4. Alternative advertising space will be made available as the need arises. This would include special 'landing-pages' on the various links available on the society website. The cost of this advertising space has yet to be determined.
5. For the Journal Article Summary Service (JASS), it is envisioned that the 'landing-page' on the website for the on-line version of our upcoming CPD program will have space allocated for advertisements.

This will not be on the front page of the main OGSM website but will require users to first navigate the link that leads to JASS.

All advertisement space will be equally sized and will cost RM400.

Advertisers will be allowed to select where they would prefer placing their advertisements.

The advertisements will be paced for the duration of 3 months (equivalent to 3 issues of JASS).

Should there be requests for special sized advertising space on the JASS, this may be given due consideration on a case-by-case basis.

6. All advertisers will need to comply with standard advertising rules and regulations as well as comply with Malaysian internet marketing laws. As a general rule, if the advertisers are able to comply with the requirements to participate in the OGSM annual congress trade exhibition, these advertisements should be considered acceptable.

7. The council reserves the right to deny potential advertisers the option of advertising on the society website if they believe such an advertisement either contravenes an existing regulation, is unfair, is attempting to unjustly influence the membership of the society or appears to make claims that council believes cannot be supported.

8. In the initial stages, medical institutions, clinics and doctors will not be allowed to advertise their/its services. This is to allow the society time to study current regulations and possible implications of a specialty society website promoting the services of specific members, their clinics/hospitals or their services.

Subsequent phases

The experience gained in the initial phase of implementation will be utilized in deciding further directions on the commercialization of the OGSM website.

Conclusion

The society remains acutely aware that IT based interaction is the new norm. Commercializing the society website is the expected next step and makes good financial sense. That said, internet marketing laws are new, not well understood and often manipulated. Therefore the society intends to tread cautiously to ensure that the wellbeing and reputation of the society is not jeopardized. Therefore, we anticipate that these guidelines will need to be improvised and improved as member's feedback and circumstances dictate.