



POLICY ON HANDLING OUTSIDE REQUESTS FOR ADVERTISING TO OHIMA MEMBERS

PURPOSE

To establish guidelines for requests from outside individuals or organizations that wish to promote their HIM seminar or product to OHIMA members.

POLICY

1. In accordance with AHIMA guidelines, member mailing list information shall never released or sold to outside parties with the exception of:
 - Regional Associations (in accordance with the *Email Mailing List Policy*);
 - Co-sponsors with OHIMA of an educational activity ;
 - Exhibitors at our state convention receive mailing lists of registrants (no email address is given)
2. In situations where the seminar or product offered by outside requestor is determined to benefit OHIMA by providing something in return (ie: advertising OHIMA online courses), it will be at the discretion of the Executive Director to offer the outside requestor a link in the Calendar section of OHIMA's website to their information. The Executive Director is then responsible to ensure the reciprocal agreement with the outside requestor is fulfilled.
3. Board approval must be obtained if an advertisement from an outside organization is desired anywhere on OHIMA's website other than the Calendar Section, or if they request an eNewsletter be sent to OHIMA members. In these circumstances, the Executive Board would be notified via e-mail of the benefits to OHIMA. A decision would then be made based on the Executive Board's feedback as to whether or not honor the advertising request.
4. For eNewsletter advertising to OHIMA members, the following guidelines apply:
 - The Executive Director would generate a mailing list based on the type of members requested. Based on the total number of email addresses, the advertising rate would be determined as follows: .50 cents per email address with a minimum charge of \$1000. (*Example: requestor only wants to send to the 1600 active members with email addresses. At .50 cents/email that would be \$800 but the minimum to do the eNewsletter mailing list feature is \$1000*).
 - The Executive Director would develop the eNewsletter based on the content received from the requestor and obtain approval from requestor prior to sending out to the membership email list.

*Approved by OHIMA Board: September 16, 2005
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