

NZSP Corporate Membership – Web Entitlements

All businesses wishing to advertise on nzpotters.com are now required to become corporate members. In so doing they become eligible for advertising space in various places on the website depending on what level of corporate membership is taken out.

At present on nzpotters.com there are special pages for:

- Ceramic Retailers (galleries, auction rooms, etc) for
- Ceramic Suppliers (materials, machinery, kilns etc.), for
- Publications (books, book shops etc), and for
- Education (courses, teaching institutions etc.)

Levels of Corporate Membership of NZSP

The following table outlines advertising entitlements for corporate members.

Level	Subscription	Website Space	Web Newsletter
Bronze	\$500 per annum	Entry page with text & logo Link to own website Listing on the “Regions” page. Listing on the “What’s On” page	
Silver	\$1000 per annum	Entry page with text & logo Linking to one second level page. Link to own website Listing on the “Regions” page. Listing on the “What’s On” page	
Gold	\$2500 per annum	Entry page with text & logo Linking to two second level pages Link to own website Home Page logo (110 x 110 pixels) in left panel Listing on the “Regions” page. Listing on the “What’s On” page	Logo placement in every newsletter linking back to entry level page.
Platinum	\$5000 per annum	Entry page with text & logo Linking to multiple second and third level pages Link to own website Home Page logo (110 x 110 pixels) & Banner (500 x 100 pixels) Listing on the “Regions” page. Listing on the “What’s On” page	Banner placement in every newsletter linking back to entry level page.

Entry Pages

The Entry page for each category has a standard format with a company logo and text not exceeding 250 characters. The following entry-page categories exist at present on nzpotters.com:

- *Ceramic Suppliers* – pottery Supplies shops or wholesalers etc.
- *Ceramic Retailers* – sellers of pottery e.g. galleries, shops.
- *Education* – educators offering potter courses e.g. polytechnics, art schools etc.
- *Publications* – publishers, book sellers

Second Level Pages

Second level pages can be designed to suit the business needs of the corporate member. It can include images and text with links.

Link to Corporate Members Website

All levels of corporate membership of NZSP have links back to their own website if available.

Home Page Presence

Gold and platinum corporate members of NZSP can have a presence on the nzpotters.com home page. This may include a small logo (110 x 110 pixels) in the left hand panel and/or a banner measuring approximately 500 x 100 pixels. The logo and banner would link to the appropriate entry page.

Website Newsletter

Each month a website newsletter goes out via email to all members of NZSP who have email addresses (virtually all members).

The website newsletter contains information about new material on the website and can carry advertising.

Listing in the “Regions” pages of nzpotters.com

There is a section on the website entitled “Regions”. These pages collect information pertaining to the selected region from other parts of the website and list the data under various headings.

Corporate members are listed with contact details and links.

Listing in the “What’s On” page of nzpotters.com

There is a section on the website entitled “What’s On”. This page displays information pertaining to events happening throughout New Zealand. The information is collected under the various regional headings currently valid for NZSP.

All members including all levels of corporate membership can enter information on password-protected forms about events that might be occurring in their region.

- Galleries or pottery retail shops, for example, might like to enter events such as the opening of an exhibition.
- Ceramic suppliers might also have events that they wish to list such as the arrival of certain new products or a live demonstration or display of some kind.
- Educational bodies might like to announce enrolment dates or the start of courses.

What’s On listings can carry:

- an image,
- a website link and
- a link to a pdf file.