



NORTH CAROLINA ASSOCIATION FOR PUBLIC CHARTER SCHOOLS

Business Spotlight FAQs

Q: Does submitting the ad proposal for our business / company mean that our ad will be displayed on your website?

A: No. The ad must undergo review before it is displayed on our website.

Q: Where will our business / company ad run on your website?

A: It will run on our homepage slider at www.ncpubliccharters.org.

Q: What are the size specifications of the ad?

A: 1100 x 620px. This is the only acceptable specification for this feature. Ads that are not this size specification will not be displayed. It is important for your business / company to ensure your ad is correct prior to submission.

Q: What is the pricing to run a business / company ad on your homepage slider?

A:

	Members	Non-Members
1 Period (2 weeks)	\$200	\$300
2 Periods (4 weeks)	\$400	\$600
3 Periods (6 weeks)	\$600	\$900

Q: When will we know whether our ad will be displayed on your website?

A: You will be notified within one week whether your ad will be displayed on our website. You will also be notified the dates during which your business / company ad will run. Business / Company ads will be scheduled on a first-come, first-serve basis with priority exceptions granted to Corporate Leader tier members.

Q: Can we submit more than one ad to be displayed during our run period?

A: No. We will only run one business / company ad on our homepage slider per period.

Q: Our ad is currently displayed on the business spotlight, but we need to pull it. How do we handle that? Will we receive a refund?

A: You must email rhonda@ncpubliccharters.org to request to have your ad removed. All payments for approved business / company ads are non-refundable.



NORTH CAROLINA ASSOCIATION FOR PUBLIC CHARTER SCHOOLS

Business Spotlight FAQs (cont.)

Q: Our ad was approved and scheduled to be displayed on the business spotlight, but we need to pull it from the schedule. How do we handle that? Will we receive a refund?

A: You must email rhonda@ncpubliccharters.org to request to have your ad removed. All payments for approved business / company ads are non-refundable.

Q: Our ad was not approved to be displayed on the business spotlight. Will we receive a refund?

A: Your business / company will receive a 75% refund.

Q: If we run our ad for the maximum period, can we resubmit our ad to be displayed later?

A: Yes. However, the Association will schedule the new ad to run at least two weeks from the end of the old period.

Q: Why would a business / company ad not be approved?

A: The Association reserves the right to deny any business / company ad from being displayed on its website if it is deemed to be improper, false, irrelevant, incorrect, or in any way inappropriate for the purposes of our website. It is important for your business / company to ensure your ad is appropriate prior to submission.

Q: What does an appropriate ad look like?

A: If you attended any of our annual conferences, you may refer to the ads published in the conference program. Additionally, an example of an appropriate ad may be found by clicking [here](#).