

Castro Valley Parents Club

Advertising and Business Promotion Policy

The Castro Valley Parents Club encourages its members, parent-owned businesses, and local businesses to advertise with us using the proper advertising methods. All advertising is posted to our online discussion portal or on our website, <https://cvpc.clubexpress.com/>. Publicity will depend on where a post is placed and on individual member's settings, and cannot be guaranteed.

All paid advertising needs to be submitted to the Advertising Coordinator for approval and submission. Approval and posting can take up to 10 days, with a shorter turn-around typical but not guaranteed for simple text posts.

CVPC does not permit for-profit advertising on the [Castro Valley Parents Club Facebook Group](#), unless otherwise approved or indicated by the FB Group admin.

The following policy applies to the Club Express CVPC Platform:

PAID ADVERTISING OPPORTUNITIES (Member and Non Member Options)

All paid advertising must go through and be posted by the CVPC Advertising Coordinator.

ClubExpress Email Blast

What Members See: Advertising from outside businesses, parent-owned businesses, or other entities

Cost: \$15 (Member and Non Profit), \$30 (Non-Member)

What You Get:

- A Rich-Text Format post with one photo and an email blast of your post to all members.

CVPC Website Banner Ad: on [Community Resources Page](#) and [Membership Benefits page](#).

What Members See: Banner Ad on CVPC website

Cost:

6 month minimum: \$35 (Member or Non Profit), \$60 Non Member

12 month minimum: \$60 (Member or Non Profit), \$100 (Non Member)

What You Get: Banner Ad space on our website which is visible to members and the public. [CLICK HERE](#) to see the Community Resources page.

CVPC, Community Partnership Spotlight

What Members See: An offering, such as a discount or benefit from local businesses

Cost: Benefits are mutually decided upon by the CVPC Ad Coordinator and the Advertiser.

What You Get: A spotlight in the Member Benefits section of the CVPC website, which reads: "Active CVPC members enjoy one-time and on-going perks and benefits from local businesses, including those displayed below. Proof of current membership is required. "

Contact us at cvmcadvertisement@gmail.com to place an ad.

FREE ADVERTISING OPPORTUNITIES **(Member Posted)**

ClubExpress Reviews

What Members See: Reviews of businesses of interest to members

Who Can Post: CVPC members (who are not the business owner)

What You Get: A member-generated discussion of local and other businesses of interest. Encourage CVPC customers to write a review for you.

ClubExpress Classifieds Forum

What Members See: Advertising of items members no longer need, seeking items members may be looking for or searching for local advice on goods and/or services.

Who Can Post: CVPC Members

What You Get: Plain text, single post in Classifieds section

*Please be courteous of our members and their time and interest. Limit posting to specials, events, recent openings to a limited resource, etc.

ClubExpress Forum

What Members See: In addition to the other types of discussions that exist on the Forum, members can also learn about personal activities from which you do not directly profit, such as raising funds for charity, cookie sales, etc. (Garage sales are an exception to the rule of profit because they are short-term, short-notice, and of high interest to members.) Members can also learn information about local events with which you are not associated but you think may be of interest to fellow members, such as the County Fair, Harvest Festival, etc.

Who Can Post: CVPC Members

What You Get: Plain text, single post, delivered with other forum discussions as per individual member settings