

## NPGA Webmaster Report 1/15

Aside from the site going down occasionally, and needing to be rebooted, all is the same with the NPGA website. Aaron is reasonably prompt. Updates have been routine.

I am ready whenever the board approves to move forward with the paid banner or business card style breeder's listings. I know we were discussing only a banner style, but most people have business cards and making a scan of the card, and some people can supply digital file of their card, is much easier than creating a banner. One of the concerns was the fact that the breeder's listing falls when their membership becomes overdue. A concern was how to deal with any time remaining. Personally, I believe that the lister should be responsible for maintaining their membership to keep their ad up, much like our directors, judges, and volunteers must maintain their membership to retain their position. We can set a time limit for reinstating ads for short lapses in membership (I suggest a week at most). But here the lister would have to contact me directly, it would not be reinstated automatically. I would be sure to remind advertisers of the policy in which the ad falls if the membership is not maintained and suggest to them that they pay their membership for an additional year. I suggest a price of \$50.00 for a year's listing. I believe we can have the ad revert to a text listing if the banner ad expires.

During the past year the e-board was considering making policy regarding the 4 banner ads on the NPGA homepage. To be addressed was the length of time one advertiser would be allowed to renew an ad, if there were other advertisers who wanted the space. I suggest a 1 month (or longer, to be determined by the board) interim between 1 year ads. The webmaster can be responsible for informing the advertiser to renew their 1 year ad if no one else steps up to take the space in the required time. We could also take reservations for both monthly and yearly ads. At this time I believe I could maintain said schedule for the NPGA.

I have changed the MEMO ad rate page to reflect that all ads are in black and white. Also on the same page that the Publications chair or committee approve the use of any of the NPGA's photos or original articles (as per the Publications chair job description). Previously, it stated that permission was to be given by the executive board.

I have updated nearly all of the pages so that the current header (especially the What's New section) and side navigation are correct.

Respectfully submitted,

Maggie Leman