

# Advertising in the Rant

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## Introduction

The purpose of this document is to establish policy and rules for player-originated advertising in the *Weekly Rant*, the *Habitat* newspaper. One of the objectives of the operational *Habitat* system is to be as self-sustaining as possible in the area of player-originated adventures and activities. One way we can encourage this is to make some of the system-managed communications channels available to the players themselves. An important such channel is the *Rant*. We can put this resource at the players' disposal by allowing them to place paid advertisements that will be published with each issue, just like ads in a regular newspaper.

## Types Of Ads

There will be two types of ads that we will sell. These correspond to what you might think of as "ordinary ads" and "classified ads". Classified ads are short, relatively inexpensive, and grouped together by category in a special classified ad section of the paper. Ordinary ads are more expensive, but are larger and may be placed within the main body of the paper. Final classification categories will have to wait until we have a clearer idea of the nature of the ads that players will be placing, but we recommend the following to start with:

- Services for sale
- Services wanted
- Personal
- Miscellaneous
- Goods for sale

## Submission Mechanism

Players submit ads to the *Rant* using the *Habitat* mail system. All they need to do is write their ad copy on a piece of paper and mail it to **WEEKLY RANT**. The letter should contain an indication of whether the ad is to be an ordinary ad or a classified ad, and if a classified ad which category it should be run under. It should also indicate for how long the ad is to run. The "advertising editor" of the *Rant* will collect these messages periodically and merge them into the text of the latest issue. We will need to establish a deadline for ad submission once the publication schedule for the *Rant* has been set.

## Payment, Pricing and Policy

The *Rant* editors will charge players for their ads using direct withdrawal from their Avatars' bank accounts. Of course, all charges reflect the *Habitat* token economy and not "real" money. Here is the initial pricing schedule, though we may wish to increase prices later if the volume of advertising becomes excessive:

Classified ads cost T2 per character per week, with a minimum charge of T80 per week applying to ads of less than 40 characters. There is a 160 character limit (four lines).

Ordinary ads cost T250 per line, minimum four lines (T1,000), maximum one page (sixteen lines at T4,000). Ordinary ads are interspersed with the regular text of the paper at the editors' discretion.

Consequently they are available on a strict space-available first-come first-served basis.

Of course, we reserve the right to reject any ad which we deem unsuitable for publication.