	Department: N/A	SOP #	CPO1-01
		Revision #	1.0
		Implementation Date	12/2016
SOP Name	Advertising	Last Reviewed/Update Date	12/2016
SOP Owner	Certification Point Team	Approval	BLG

## Standard Operating Procedure

### 1. Purpose

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This SOP describes the process for becoming a vested member with CertificationPoint.org to include vesting point accumulation and management.

### 2. Scope

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The intended audience for this SOP are registered professional and student freelancers and registered businesses.

### 3. Prerequisites

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The prerequisites associated with becoming a vesting member consist of site registration and site interaction.

### 4. Responsibilities

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Registered professional and student freelancers and registered businesses are responsible for the vesting point totals. In the event of an issue, registered members are required to contact CertificationPoint.org via email ([info@certificationpoint.org](mailto:info@certificationpoint.org)).

### 5. Procedure

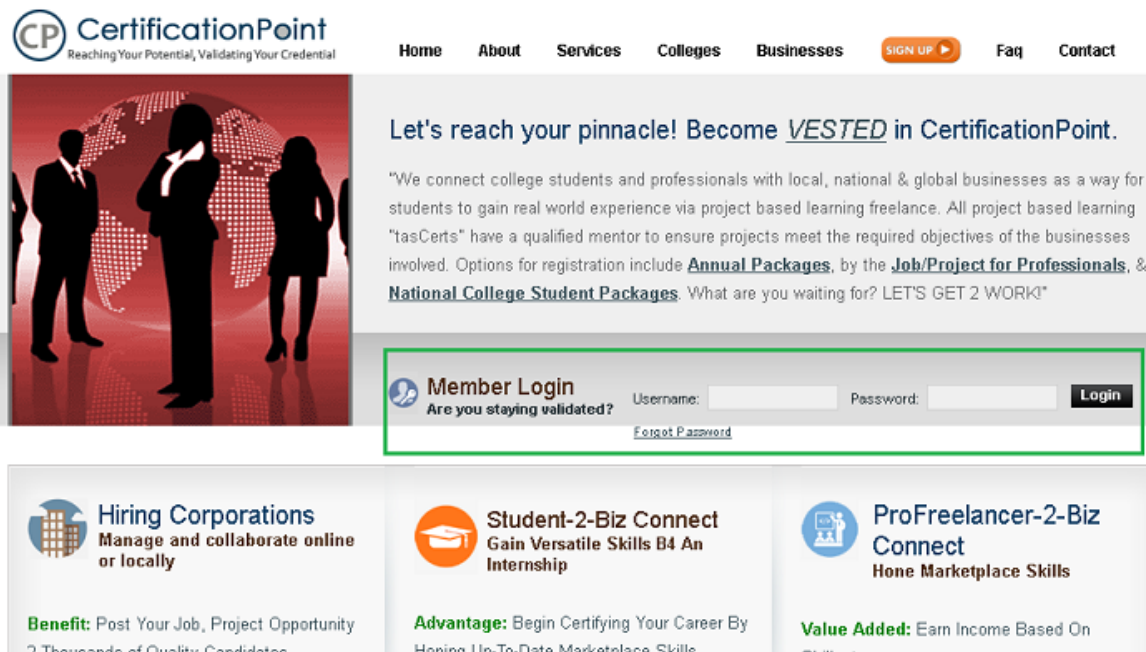
---

Advertising opportunities on Certificationpoint.org is available to most types of entities. Entities which provide questionable content will need to be vetted prior to approval. Types of advertising on CertificationPoint.org consist of graphic banners as well as email newsletter and blog inclusion. Companies wishing to advertise with CertificationPoint.org have several options of initiating the process. This site uses PayPal as a preferred online payment processor of choice at this time. (Screenshots provided below)

1. As a non-registered site member:
  - A. Please submit an email to [info@certificationpoint.org](mailto:info@certificationpoint.org) (<https://www.certificationpoint.org/advertise.php>)
  - B. Complete the site registration and select the 'Advertising' package. ([https://www.certificationpoint.org/member/index.php?command=signup\\_page](https://www.certificationpoint.org/member/index.php?command=signup_page))
2. As a registered site member:
  - A. Please submit an email to [info@certificationpoint.org](mailto:info@certificationpoint.org) (<https://www.certificationpoint.org/advertise.php>)

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- B. Login to your Admin Panel via the site homepage and upgrade your account to include the advertising package.  
(<https://www.certificationpoint.org>)



**CP CertificationPoint**  
Reaching Your Potential, Validating Your Credential

Home About Services Colleges Businesses **SIGN UP** Faq Contact

Let's reach your pinnacle! Become VESTED in CertificationPoint.

"We connect college students and professionals with local, national & global businesses as a way for students to gain real world experience via project based learning freelance. All project based learning "tasCerts" have a qualified mentor to ensure projects meet the required objectives of the businesses involved. Options for registration include Annual Packages, by the Job/Project for Professionals, & National College Student Packages. What are you waiting for? LET'S GET 2 WORK!"


**Member Login**  
Are you staying validated? Username:  Password:  **Login**  
[Forgot Password](#)

**Hiring Corporations**  
Manage and collaborate online or locally  
**Benefit:** Post Your Job, Project Opportunity  
2 Thousands of Quality Candidates

**Student-2-Biz Connect**  
Gain Versatile Skills B4 An Internship  
**Advantage:** Begin Certifying Your Career By  
Honoring In-To-Date Marketplace Skills

**ProFreelancer-2-Biz Connect**  
Hone Marketplace Skills  
**Value Added:** Earn Income Based On

Figure 1: Advertising via Admin Panel Login

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Types of Advertising Opportunities:

- Banner Advertising (Sizes: 400X60, 125X125, 160X500, 200X60)
- Personal Skills Advertising (Sizes: 125X125, 200X60)
- SMS Text Messaging (3Mth, 6Mth, 12Mth)


Available Advertising Subscription Plans:

- 3 Mnths
- 6 Mnths
- 12 Mnths

For more information on advertising opportunities complete the form below.

**Company:**   
**Full Name:**   
**Address:**   
**Phone:**   
**Email:**   
**Questions / Comments:**

**Figure 2: Advertising Contact via Email**

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- \$ 125.99** Advertising Only Campaign  
 Allows 3 advertising banners into rotation on up to 3 web pages (Billed monthly)
- \$ 10.99** Services Provider (College Student)  
 College Students can submit 2 credential, receive job offers, upload 1 resume, bid on up to 7 projects per month. Only pay setup fee.
- \$ 20.99** Services Provider (Military Veteran)  
 Military members can submit 2 credential, receive job offers, upload 2 resume, bid on up to 12 projects per month.
- \$ 39.99** Services Provider (CGPP College Student Group)

**Figure 3: Advertising package setup via registration webpage**

## **6. References**

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None at this time

## **7. Definitions**

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None at this time