

# Advertising Policy

## AAPO Newsletter

Updated 18 July 2010

### About AAPO

AAPO is the industry association for professional organisers throughout Australasia. As a cutting edge leader, AAPO

- supports its members and their businesses
- sets industry standards
- educates the public on the value of Professional Organising.

### AAPO Vision Statement

To be internationally recognised as Australasia's premier industry association for leading and developing Professional Organisers.

### AAPO Newsletter

The AAPO newsletter is electronically delivered to subscribers who may be either members or non members on the 1<sup>st</sup> of each month (or the nearest Monday if the 1<sup>st</sup> falls on the weekend).

The purpose of the Newsletter is to provide relevant, up to date information on the organising industry. It features stories, information, resources and advertising from both members and non members.

The newsletter currently reaches more than 400 members and associates of AAPO. Subscription is open to anyone – and is gained by filling in the online subscription form via the website.

AAPO welcomes individuals and businesses offering complementary services and products to advertise in the monthly newsletter.

To advertise in the AAPO e-newsletter, advertisers must adhere to this advertising content policy.

By placing an advertisement advertisers are agreeing to terms & conditions of AAPO Advertising Policy

AAPO reserves the right to refuse advertising if it does not comply with our policies or we deem it to be unsuitable for our readership.

### **Copy Deadline**

Advertising requests must be booked and received by the **10<sup>th</sup> of the month.**

Bookings will be confirmed once payment is received. Upon confirmation you will be advised the next available newsletter for your advertisement.

### **Copy Requirements**

Copy must be no more than 90 words. The AAPO Newsletter Editor reserves the right to correct spelling and grammatical errors as required.

The AAPO Newsletter Editor will decide the placement of the advertisement within the newsletter, as well as the placement of any images in relation to the copy, to ensure adherence with the newsletter format.

### **Booking Advertisements**

Advertisements must be emailed to [info@aapo.org.au](mailto:info@aapo.org.au) in Word format, with images supplied in JPEG no larger than 100kb.**Advertising Payment**

Payment details for advertisements to appear in the AAPO newsletter will be issued with your invoice once your booking has been received.

### **Ad Suitability**

We will not publish ads that contain, promote or in any way allude to the following content:

- |                                      |   |
|--------------------------------------|---|
| <b>Bulk marketing</b>                | No ads allowed if the implied use of the following products is unsolicited spam: <ul style="list-style-type: none"><li>• email lists that are not 'opt-in'</li><li>• bulk email software</li><li>• bulk messaging</li></ul>                   |
| <b>Discrimination and violence</b>   | No ads for websites or links that promote discrimination or violence. Ads advocating against any organisation or person are not permitted.  |
| <b>Illegal products and services</b> | Products or services illegal for provision, sale or advertisement within Queensland or Australia – including but not limited to: <ul style="list-style-type: none"><li>• fake documents</li><li>• fireworks</li><li>• miracle cures</li></ul> |

- online betting, gambling or gaming
- prohibited or prescribed drugs
- software "hacking" and "cracking" information
- prostitution

<b>Political or religious organisations</b>	Advertising of a political or religious nature is not permitted.
<b>Sexual content (Adult)</b>	No ads that promote adult websites or sexual services, or adult products in an indiscreet manner.
<b>Solicitation of funds</b>	Only government-registered charities may solicit funds.
<b>Tobacco and cigarettes</b>	No ads that promote tobacco or tobacco-related products.
<b>Weapons</b>	No ads that promote weapons of any type.
<b>Gambling</b>	No ads that promote gambling (but excluding premises at which gaming is available)
<b>Alcohol</b>	Ads promoting alcoholic beverages.

## **Types of Advertising**

### Standard Ad – Non Member

Eligibility – Open to any relevant individual or business regardless of AAPO membership status

Content – Promotion of organising related products, services & information

Cost – AU\$50 per Ad

Frequency – Maximum of 12 Ads may be submitted in any 12 month period. No minimum applies.

### Standard Ad – Member

Eligibility – open to current AAPO Members only

Content – Promotion of the Member's organising related product, service and/or information

Cost – First Ad in any 12 month period is free, each Ad thereafter is AU\$20

Frequency - Maximum of 12 Ads may be submitted in any 12 month period. No minimum applies.



Australasian  
Association of  
Professional  
Organisers Inc

#### Benefit Ad

Eligibility – Open to any relevant individual or business regardless of AAPO membership status

Content – Promotion of a product or service where the provider is offering an exclusive AAPO member discount

Cost – First Ad in any 12 month period is free, each Ad thereafter is AU\$20

Frequency - Maximum of 12 Ads may be submitted in any 12 month period. No minimum applies.

#### Classified Ad , Member

Eligibility – open to current AAPO Members only

Content – staff recruitment, business for sale and/or wanted, requesting information etc.

Cost – Free of charge

Frequency – Up to 3 Ads in any 12 month period