

# Advertising Policy Guidelines



## GENERAL ADVERTISING POLICY GUIDELINES

The following Advertising Policy Guidelines relate to all advertising conducted through the AACMA.

- 1 A copy of all proposed advertisements must be forwarded to the AACMA National Office for approval prior to acceptance of the advertisement. An invoice will only be issued once a copy of the proposed ad has been received and approved for publishing by the AACMA. *Please note that a copy need not necessarily be the final artwork, but must contain all relevant information including all text, and must be an accurate representation of the proposed advertisement.*
- 2 All final copies/artwork of advertisements must be received by the AACMA National Office no later than the 'Receipt of Advertisements' date shown within the relevant section of the AACMA Publishing Schedule. *Please note that materials for Insertion may be accepted after this date, however, must be received no later than the 'Receipt of Material for Insertion' date shown within the relevant section of the AACMA Publishing Schedule.*
- 3 All outstanding advertising accounts must be settled prior to the 'Print Date' shown within the relevant section of the AACMA Publishing Schedule. Where the account relates to an Insertion, settlement may occur after this date, however, must be received no later than the 'Receipt of Material for Insertion' date shown within the relevant section of the AACMA Publishing Schedule. Please note that all invoices issued by the AACMA for advertising are subject to a 7 day term for settlement, and that the AACMA reserves the right to withdraw any advertisement for which payment has not been received prior to the date specified above.
- 4 Any prices listed within advertisements must be inclusive of the Goods and Services Tax (GST). AACMA reserves the right to refuse to publish or disseminate any advertising material which includes prices that are non-inclusive/exclusive of GST.
- 5 The AACMA reserves the right to refuse to publish any advertisement which it feels is in any way: inappropriate; offensive; deceptive; unprofessional; unethical; or which directly or indirectly denigrates another person, product or organisation. AACMA will not advertise short courses in Acupuncture or Chinese Medicine which are designed to provide entry level training. AACMA will not publish advertising containing testimonials as to the clinical efficacy of a product.
- 6 As AACMA newsletter is subject to certain restrictions on both size and weight, AACMA reserves the right to refuse to publish or disseminate any advertisement or advertising material, which it feels will cause the newsletter to exceed any of these restrictions.

## DISPLAY AD POLICY GUIDELINES

- 1 All Display Ad final artwork should be received in electronic format.
- 2 When supplied in electronic format, AACMA would appreciate Display Ads to be supplied in one of the following file formats: .eps; .pdf (press quality); .tiff (at least 300dpi); .jpg (at least 300dpi).
- 3 When supplied in electronic format, AACMA would appreciate Display Ads to occupy files of no greater than 1.4 MB in size. *Please note that AACMA would appreciate receiving any files greater than 1MB in size sent via yousendit.com.*
- 4 When supplied in electronic format, please ensure that: all text and images are linked to prevent movement when the advertisement is inserted within another document, and when supplied in .eps or .pdf formats, all fonts are either embedded or supplied with the file.
- 5 All Display Ads must conform to the size guidelines specified within the AACMA Advertising Rate Card.

## INSERT AND MAIL OUT POLICY GUIDELINES

- 1 AACMA does not take responsibility for the printing or photocopying of materials for Insertion within the *Jing-Luo*, or for separate Mail Out to members. All such materials must be received by the AACMA in a format ready for distribution.
- 2 Where multiple items are to be inserted within the *Jing-Luo*, or mailed out to members, these items must be received pre-collated.
- 3 All materials received by AACMA for Insertion within the *Jing-Luo*, or for separate Mail Out to members, must be received pre-folded (where applicable).
- 4 All materials for Insertion within the *Jing-Luo*, or for separate Mail Out to members, must be delivered directly to the AACMA National Office at Unit 1, 55 Clarence Street, Coorparoo, Qld 4151. Each carton of materials received by the AACMA National Office must not exceed a **maximum** of 25kg in weight. In the interests of staff health and safety, the AACMA reserves the right to refuse delivery of any carton which exceeds 25kg in weight.
- 5 In addition to the standard advertising rates for Insertions within the *Jing-Luo*, a postage fee will be charged for all items which exceed 10gm in weight (10gm being equal to approximately 2 sheets of 80gsm A4 paper). Items greater than 10gm in weight, but less than 125gm will be charged an additional \$1.20 per item. Items greater than 125g in weight, but less than 300gm will be charged an additional \$1.80 per item. AACMA reserves the right to refuse any item which exceeds 300gm in weight, or which it feels may cause the total weight of a mail out (including newsletter) to exceed the 500gm maximum threshold. AACMA also reserves the right to alter these charges for additional postage at any time, in accordance with the fees and charges set out by Australia Post.
- 6 In addition to the standard advertising rates for separate Mail Outs, an additional postage fee will be charged for each item mailed out. Items which can be placed within DL envelopes and which do not exceed 250gm in weight, will be charged an additional \$0.60 per item. Items which cannot be placed within DL envelopes and which do not exceed 125gm in weight, will be charged an additional \$1.20 per item. Items which cannot be placed within DL envelopes and which are greater than 125gm in weight, but less than 250gm will be charged an additional \$1.80 per item. Items which cannot be placed within DL envelopes and which are greater than 250gm in weight, but which do not exceed 500gm will be charged an additional \$3.00 per item. Items which exceed 500gm will be quoted on request. AACMA reserves the right to alter these charges for additional postage at any time, in accordance with the fees and charges set out by Australia Post.

## CANCELLATION POLICY

- 1 Cancellation of advertising within the *Jing-Luo* and AJACM will be accepted once the publisher (AACMA) has received written notice from the advertiser prior to the appropriate advertising booking closing date. Any cancellations received after this time, but prior to printing, will attract a cancellation fee of 70% of the total advertisement value. There is no refund for cancellation notified after printing has commenced.
2. Cancellation of Email Out advertising will be accepted once the publisher (AACMA) has received email notice from the advertiser prior to the invoice/payment period. Any cancellations of Email Outs, after invoice and campaign set-up period, will attract a cancellation fee of 70% of the total advertisement value.