

# Advertising Policy Guidelines



• Since 1973 •  
**AACMA**  
澳大利亚针灸中医学会

## GENERAL ADVERTISING POLICY GUIDELINES

The following Advertising Policy Guidelines relate to all advertising conducted through 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 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.
- 3 All outstanding advertising accounts must be settled prior to the 'Print Date' shown within the relevant section of the AACMA Publishing Schedule. Please note that all invoices issued by AACMA for advertising are subject to a 7 day term for settlement, and that 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 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 the AACMA magazine is subject to certain restrictions on both size and weight, AACMA reserves the right to refuse to publish or disseminate any advertisement which it feels will cause the magazine 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, Display Ads need to be supplied in one of the following file formats: .eps; .pdf (press quality); .jpg (at least 300dpi).
- 3 When supplied in electronic format, Display Ads need to occupy files of no greater than 1.4 MB in size.
- 4 When supplied in electronic format, 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 Guidelines.

## CANCELLATION POLICY

- 1 Cancellation of advertising within the Jing-Luo 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.

