

ASA Websites Advertising Policies

General

1. It is editorial policy that the ASA websites (www.asa.org.au and www.aaic.net.au) shall not appear to be dominated by advertising:
 - a. No single advertiser will be given exclusive rights to advertise across one or both of the websites.
 - b. There is a maximum number of advertising positions available on each website that will not be exceeded.
2. The publisher can deny advertising space to advertisers at its absolute discretion. Advertisers should be: reputable, professional, education-, industry- or health-related or offering a relevant service or product of interest to the ASA's members and subscribers.
3. The placement of an advertisement on the ASA website is a commercial agreement only and does not represent the endorsement of the ASA or its affiliates.

Artwork

4. All artwork is subject to the approval of the publisher.
5. All artwork must clearly and prominently identify the advertiser by trademark or signature.
6. Use of Flash animation is restricted.
7. All artwork must adhere to the publisher's technical specifications.

Content

8. Advertising is separate from editorial content:
 - a. Advertisers and sponsors have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising.
 - b. The publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product.
9. All advertising content is subject to the approval of the publisher.

Advertisers' Responsibilities

10. The advertiser warrants that they are authorised to publish the entire contents and subject matter of the advertisement.
11. The advertiser agrees to indemnify the publisher and its employees against expenses (including legal fees), damages and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims for misrepresentation, defamation or libel, violation of privacy, copyright infringement or plagiarism.
12. The advertiser must ensure that the advertisement is compliant with Australian and New Zealand regulations.

Advertising Statistics

13. The publisher will only provide de-identified usage statistics in relation to the number of times users visit a webpage with advertising and the number of clicks on an advertisement.