

## **ADVERTISING & INSERTS POLICY**

The purpose of this revised policy is to:

- introduce an advertising policy for electronic publications;
- introduce lines of responsibility for advertising;
- introduce a policy for acceptable advertising;
- take into account some changes in the production of ‘O-Vic’

### Advertising – general

Orienteering Victoria may accept advertising in its hard-copy and electronic publications. This may be on a paid-for commercial basis, carried out as part of a sponsorship agreement, or on a non-commercial basis.

No Orienteering Victoria publication may accept advertising which:

- relates to products or services not compatible with the healthy lifestyle of orienteering as a family sport, and in particular, relates to alcoholic beverages or tobacco products
- is racially, religiously or personally offensive, indecent, libelous or contrary to the law
- violates any agreements with OV or OA sponsors (OA have advised that no existing OA contract would formally restrict advertising by a competitor in a state publication, but that any such advertisement should be considered with caution)

Notwithstanding any delegations stated in this policy, the Board reserves the right to refuse advertising from any source or to reject any proposed advertisement.

### Advertising – newsletter and hard-copy publications

Paid advertising may be accepted by ‘O-Vic’. Subject to the general policies above, decisions on advertising content in ‘O-Vic’ are made by the Editor. If in doubt, the Editor should seek advice from the President who may refer a matter to the Board if required.

Current rates for ‘O-Vic’ advertising (including GST) are:

Full page	\$150
Half page	\$80
Quarter page	\$40

Inserts are charged at the same rate as a full- or half-page advertisement, depending on their size.

These rates may be reviewed from time to time by the Board.

Advertising fees are not charged for entry forms and related material for orienteering events. Where possible, these should be sent in electronic form to the Editor (under current production methods they are normally included in the main body of the newsletter).

Hard-copy inserts should be sent directly to the person responsible for packaging of the newsletter. Note that most major event entry forms are now included with the 'Australian Orienteer', which in turn is normally distributed with 'O-Vic'.

Paid advertising may also be accepted in event carnival programs and similar publications, subject to the general policies above. The acceptance of such advertisements, and the rates charged for them, are the responsibility of the event organising committee.

#### Orienteering Victoria Electronic Bulletin

As many people regard the distribution of commercial advertising by e-mail as intrusive, paid advertising will not be accepted for inclusion in Orienteering Victoria electronic bulletins.

Non-paid advertising may be accepted for the following items:

- upcoming orienteering events of any kind, whether in Victoria or elsewhere (the Board's advice should be sought before publishing material relating to events which clash with major state events in Victoria, or major national events)
- other events likely to be of interest to Victorian orienteers which are unlikely to detract significantly from attendances at OV events
- material relating to OV and OA sponsors, particularly where these sponsorships are commission-based (e.g. EIG-Ansvar, Budget Buddies)
- non-commercial items (e.g. charities)
- commercial providers offering direct benefits to orienteers (eg Wilderness Shop buying nights)

Electronic bulletin advertisements should consist of text and web hyperlinks only, not display material.

The Editor of the electronic bulletins is responsible for advertising content. If in doubt, they should seek advice from the President who will refer the matter to the Board if necessary.

#### Orienteering Victoria Website

Paid and non-paid advertising may be included on the Orienteering Victoria website, subject to the general guidelines above. The Website Manager is responsible for

advertising content, except for major event sections of the website where this responsibility is delegated to the organising committee.

No advertising rates for the website have yet been set, as no paid advertising has, to date, been sought or received (any advertising has related to sponsorships). As this is a very fluid area rates should be set by the Board on a case-by-case basis, at least initially, depending on the prominence of any advertisement.

Any website advertisements should be in the form of logos included as part of a specific web page or pages. Popup advertisements should not be included with the OV website. Unless specifically authorised by the Board, website advertising should be for a specific product/service/entity – advertising content should not be delegated to a third party (e.g. through Google Ads).