

## ADVERTISING POLICY

Policy number	3	Version	2
Drafted by	College Manager	Approved by Council	March 2022
Responsible person	CEO	Scheduled review date	February 2024

### **Purpose**

The purpose of this policy is to clearly outline the terms and conditions for advertising with the Australian and New Zealand College of Veterinary Scientists to advertisers.

This policy covers:

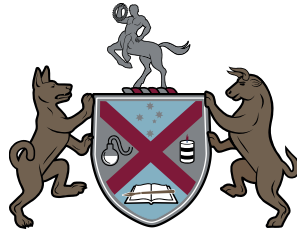
- Individuals and organisations wishing to advertise Positions Vacant or Continuing Education via email, on the College website, in the College Courier or e-news.

### **Policy**

The College will charge fees as outlined in the Advertising Procedures for advertising on behalf of third parties. These fees will periodically be reviewed by Management.

Material to be advertised must be approved by the College. The College reserves the right to request amendments to be made to the advertising material or to refuse to advertise if the requested amendments are not made.

The advertiser will agree to accept the advertising terms and conditions and pay the relevant charges to the College within thirty days of receiving the invoice.



## ADVERTISING PROCEDURES

Procedure number	3	Version	3
Drafted by	College Manager	Approved by CEO	March 2022
Responsible person	CEO	Scheduled review date	February 2023

### **Responsibilities**

It is the responsibility of Management to ensure that:

- Advertisers and Continuing Education providers are:
  - aware of this policy
  - have agreed to abide by the advertising terms and conditions

### **Procedures**

Advertising material provided by third party Continuing Education Providers and Positions Vacant advertisers must be pre-approved by the College.

Advertisers will be provided with a copy of the advertising terms and conditions (appendix A). Advertising is conditional on the acceptance of said terms and conditions.

### **Advertising charges:**

- Advertising on the College website for thirty days will be charged at \$A480 plus GST for non-members and companies and \$A375 plus GST for members, veterinary practices and institutions when the advertisement is requested by a member of the College. Fees are incurred for each position vacant advertised.
- Advertising via email broadcast will be charged at \$A620 plus GST for non-members and companies and \$A510 plus GST for members, veterinary practices and institutions when the advertisement is requested by a member of the College. Fees are incurred for each position vacant advertised.
- Advertising via both email broadcast and posting to the College website will be charged at \$A1,000 plus GST for non-members and companies and \$A850 plus GST for members, veterinary practices and institutions when the advertisement is requested by a member of the College. Fees are incurred for each position vacant advertised.
- Advertising in the College Courier will be charged at \$A800 plus GST for non-members and companies and \$A700 plus GST for members, veterinary practices and institutions when the advertisement is requested by a member of the College. This rate is applicable for a quarter page advertisement in the e-Courier.
- Advertising in the College E-news will be charged at \$500 plus GST for banner only, or \$A1,000 plus GST for banner and advertorial.

## **Advertising Disclosures:**

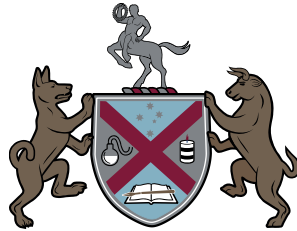
- All advertisements by Continuing Education Providers and Positions Vacant advertisers will be accompanied by the relevant disclosure as follows:

- **Continuing Education Disclosure:**

The Australian and New Zealand College of Veterinary Scientists (The College) hereby provides information about continuing veterinary education activities conducted by organisations within its region that share its objectives, provided there are clear benefits through doing so for the College, its members or College examination candidates. Participation in continuing veterinary education activities referred to on this page shall not be a prerequisite for sitting College examinations and shall not be taken as assuming success at College examinations. Cooperation between The College and CE organisations who share its objectives shall not be exclusive. The College and its Chapters shall remain autonomous at all times. The College and its Chapters shall not endorse or promote a company or its products. College activities and College standards shall not be influenced by commercial issues or commercial considerations.

- **Positions Vacant Disclosure:**

The Australian and New Zealand College of Veterinary Scientists (The College) distributes information about employment opportunities as a service to its members. The contents and wording of this advertisement have been compiled by the advertiser and in no way reflect an endorsement of the advertiser or the job opportunity by the College, its officers or its employees. Positions Vacant advertisements are accepted for publication on condition that the advertiser indemnifies the College, its officers and employees. The advertiser is solely responsible for all actions, suits, claims, loss and/or damages resulting from anything distributed by the College on its behalf.



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The advertiser agrees to pay the charges relevant to the form(s) of advertising requested within 30 days of receiving the invoice.

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