

ADVERTISING POLICY



Policy Number	3	Version	2.1
Drafted by	M. Hiscutt	Approved on	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



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Responsibilities

It is the responsibility of Management to ensure that Advertisers and Continuing Education providers are:

- aware of this policy; and
- 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 Method	Members (includes Member requesting on behalf of a company/practice)	Non-Members / Companies / Practices
College Website only*^	\$375.00	\$480.00
Email broadcast only*	\$510.00	\$620.00
College Website + Email broadcast*	\$850.00	\$1,000.00
College Courier		
Quarter page	\$800.00	\$800.00
Half page	\$1,200.00	\$1,200.00
Full Page	\$2,000.00	\$2,000.00
College e-Newsletter		
Banner only	\$500.00	\$500.00
Banner + Advertorial	\$1,000.00	\$1,000.00

Charges are in AUD and exclude GST.

*Fees are incurred for each position advertised.

^Advertising will be active on the College Website for 30 days unless requested to be removed sooner.

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.

Appendix A:

ADVERTISING TERMS AND CONDITIONS

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

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

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