

## HTANSW Web Site Advertising Policy and Rates (As at January 2006)

### 1. Advertising Material Protocols

- 1.1. All graphic image formats accepted.
  - 1.1.1. Image size when used: 200 x 150 pixels maximum
- 1.2. Where text advertising is to be posted onto an HTA of NSW Web Site page, it must be:
  - 1.2.1. The font size already on the same page
  - 1.2.2. Maximum of 70 words
- 1.3. All advertising material is to be placed on the LINKS page only.
  - 1.3.1. Any variation requested by advertisers to the above may be permitted only after discussion by the HTANSW Executive board.

### 2. Rates and Charges

- 2.1. Advertising may include images or graphic effects and text (with no more than 70 words maximum in font and size corresponding to existing web page text) = \$330 per year (GST inclusive); \$110 for 3 months (GST inclusive).
  - 2.1.1. Where proposed advertisements significantly vary from the above protocols, a quorum of the HTANSW Executive is to formally debate and accept that material. That material may also incur a surcharge for added administration.
- 2.2. Special situations and short terms on request at special rates.
  - 2.2.1. Where advertising material is to be modified before the completion of the arranged time frame, the re-posting of advertising materials or modifications should incur a 10% surcharge of the annual fee, pro rata'd for the remaining time period before expiration of the advertising material's life on the site.
- 2.3. All financial transactions must be completed BEFORE advertising materials are posted on the site.
- 2.4. The HTANSW reserves the right to vary this policy and its advertising rates with thirty days warning posted onto the HTANSW Web Site Advertising Policy and Rates page (the page currently viewed).

### 3. Permissions/Acceptance procedures

- 3.1. All proposed advertising material is to be sent, complete, to the HTANSW Web Site Manager.
- 3.2. Advertising material must always state its origin within the body of the advertising material displayed.
- 3.3. Advertising material must not contravene any laws and acts of NSW.
- 3.4. Advertising material must not cause offence to any member of the HTANSW membership on religious, moral, cultural, gender based or discriminatory grounds.
- 3.5. A majority of a quorum of the HTANSW Executive board must agree to accept the advertising before it may be posted on the Web site.
- 3.6. The HTANSW Executive board reserves the right to reject any advertising material deemed unacceptable by a majority of a quorum of the HTA Executive board.
  - 3.6.1. Advertising material must not create any suggestion that the HTANSW has any relationship with the vendor other than the contract implied by the displaying of the advertising.
  - 3.6.2. Advertising material must not state any kind of hearsay or opinions about any person, organisation and institution. This area is to be judged by the majority of a quorum of the HTANSW Executive in formal meeting.

### 4. Legal Responsibility or Disclaimer

- 4.1. The vendor undertakes to display only current, truthful and accurate statements in its advertising.
- 4.2. The HTANSW accepts no responsibility for any aspect of the advertising material other than the faithful reproduction of the material forwarded to it and the duty of financial diligence incurred through formal acceptance of that advertising material.