



The Australian Golf Course Superintendents Association Advertising Policy Terms and Conditions

The AGCSA is committed to producing and delivering a range of publications that are informative and entertaining for all members. All content, editorial, pictorial and advertising is to reflect the AGCSA's code of conduct, including the values of honesty, integrity and respect.

Scope

The purpose of this policy is to provide guidelines for advertisers, advertising agencies, staff, agents, as to acceptable standards of advertising content in AGCSA publications including, but not exclusive to;

- Australian Turfgrass Management journal (ATM);
- AGCSA website – www.agcsa.com.au; and
- The Cut electronic newsletter

This policy relates to all advertising including on-page advertising, inserted advertising material and advertising which appears on www.agcsa.com.au. This policy applies to advertisers, advertising agencies, AGCSA employees and external contractors and agents. Adherence to this policy is the responsibility of clients, their advertising agencies, AGCSA employees and external contractors and agents.

Key elements of the AGCSA's Advertising Policy

- All accepted advertising complies with requirements of industry regulators such as the Trade Practices Act, the Advertising Standards Council and other relevant statutory bodies, industry codes and legal requirements.
- The primary obligation is with the advertisers to ensure that their advertisements fulfil appropriate industry and legal standards.
- The AGCSA reserves the right to review the content of any advertisement and to reject in part or in full any advertisement which does not comply with this policy.
- Advertising bookings must be made by the booking/cancellation deadline; late bookings may not be accepted.
- An exit fee of 75% of remaining advertising contract is payable if any package is terminated before it has run to completion. Cancellations are not accepted after deadline and will attract a 100% charge.

Terms and Conditions

1. Advertising in AGCSA publications is subject to normal publishing industry requirements, as prescribed by the Trade Practices Act, the Advertising Standards Council and other relevant statutory bodies, industry codes and legal requirements. As with any media publishing or broadcasting advertising, the primary obligation is with the advertisers to ensure advertisements comply with appropriate industry and legal standards.
2. The AGCSA reserves the right to request modifications or to reject any advertisement it believes could breach, or potentially breach, the Trade Practices Act, or is potentially misleading, offensive, defamatory, unethical, in poor taste, or could, for any reason, reflect poorly on the image of the AGCSA's publications or the AGCSA and its members.
3. The AGCSA reserves the right to review the content of any advertisement, and to reject in part or in full any advertisement which does not comply with this advertising policy. Acceptance of an initial advertisement from an organisation does not mean that subsequent advertisements, even with the same or similar content, cannot be rejected.
4. The AGCSA will not accept from an external organisation an advertisement which could potentially mislead AGCSA members to believe the advertiser is in some way related to the AGCSA. The AGCSA will not accept an advertisement that implies a relationship with or endorsement by the AGCSA unless there is such a relationship.
5. The use of official AGCSA logos within advertisements is governed by strict usage guidelines. Please refer to the separate AGCSA's Logo Usage Guidelines.
6. The advertising of plant protection chemicals that are subject to APVMA registration requirements including, but not exclusive to, herbicides, fungicides and insecticides, is restricted to those that have a turf registration.
7. Advertisements of a political or religious nature will not be accepted.
8. Advertisements must carry the company logo or brand name of the advertiser.
9. All casual advertising bookings must be made by the booking deadline. Cancellations made after material deadline will attract a charge. Late advertising material will not be accepted. If the advertiser has a recent/similar advertisement published, then that advertisement will be published in its place and will be charged in full.
10. The AGCSA may at times, but not always, with prior arrangement, set advertising material at an agreed commercial rate.
11. The advertiser should immediately contact the AGCSA if an error has occurred as the AGCSA is not responsible for reoccurring errors if not notified.
12. Advertising schedules cancelled before the contractually agreed expenditure or number of placements/insertions in the journal, will attract an exit fee of 75% of the remaining advertising contract.
13. The AGCSA will endeavour to accommodate requests for preferred placements, but positions are not guaranteed and are subject to change. The AGCSA will not under any circumstance accommodate requests for advertisements to be placed with editorial.
14. The AGCSA welcomes advertorials within Australian Turfgrass Management Journal, but there are strict guidelines relating to their content and appearance. All advertorial copy is subject to the final approval of the editor and AGCSA CEO and the AGCSA reserves the right to reject in part or in full any advertorial which does not comply with this policy or

does not fit in with the overall design integrity of the journal. In addition, if a display ad which has been booked at a conventional display ad rate takes the form of an advertorial, the AGCSA reserves the right to reject the advertisement, request the advertiser make the necessary changes to make the advertisement conform and/or charge an advertorial rate. Please refer to the Australian Turfgrass Management Advertorial Policy for further information.

15. Inserts must comply with the insert policy and be submitted for pre-approval for content, weight, stock, fold style and packed and labelled according to insert specifications. Every effort is made not to run conflicting inserts, however, is not guaranteed. Samples of the insert must be sent by booking deadline for approval.
16. Advertising rates are correct at time of printing and can change without notice.
17. Advertisers accept full responsibility for the contents of advertisements and indemnify the publishers, directors and agents against all liability claims or proceedings whatsoever arising from the publication including defamation, slander or title, breach of copyright, infringement of trademarks or names of publications titles, unfair competition or trade practices, royalties or violation of rights of privacy and warrant that the material complies with all relevant laws and regulations.
18. Any advertising which contains alcohol as an inducement to purchasing products will not be accepted.
19. Any promotions or competitions are subject to the approval of the AGCSA in writing.
20. Promotions, competitions and lotteries that involve any game of chance and/or the value of the prize is greater than \$5,000, the promoter must comply with the appropriate state gaming policies and include the issued permit number on all advertisements. Advertisements without the appropriate permit will not be published.
21. All bookings, amendments and cancellations must be confirmed in writing and will not be accepted verbally.
22. Advertisers will be invoiced immediately following the release of each publication (in the case of ATM) or when it appears on the AGCSA website. Fourteen day trading accounts must be applied for or can be invoiced via the advertiser's agency.
23. Website advertising cannot contain embedded files. All website advertising links are subject to approval by the AGCSA and must be submitted to the AGCSA prior to publication on the AGCSA website/The Cut. See the separate AGCSA Website Linking Policy for more information on links to and from the AGCSA website.

All Advertising Policy Terms and Conditions queries can be directed to;

Mark Unwin
CEO, Australian Golf Course Superintendents Association
Suite 1, 752 Blackburn Road
Clayton, VIC 3168

Phone: (03) 9548 8600

Email: mark@agcsa.com.au

Fax: (03) 9548 8622

Web: www.agcsa.com.au