

WORONI

Australian National University Student Media
ADVERTISING POLICY

1. Purpose

1. To ensure that all advertising material presented in Woroni publications, and any other publication of the Association including social media platforms, are appropriate and relevant for student readership.
2. To promote active engagement with alternate revenue sources in the pursuit of financial security. A financially strong Woroni allows the organisation to maintain high quality publications and personnel.
3. To facilitate the pursuit of financial independence by the association in a regulated and appropriate manner. Without financial independence, the integrity of the Association as a media organisation is compromised.

2. Definitions

1. Advertorial: An item will likely be advertorial in nature where it promotes a product, service, event, or publicises a job vacancy. The decision of whether or not an item is advertorial in nature should be made on a case-by-case basis and is subjective. The Board should however strive for consistency in reasoning and result when analysing alike cases.
2. Print Team: The Print Team comprises of the Editor-in-Chief, Deputy Editor-in-Chief, Content Editor and News Editor.
3. Publication: ANUSM publications are the Woroni newspaper, Woroni Radio, Woroni Television and the Woroni website.

3. Other Policy Documents

This policy document should be read in conjunction with ANUSM's:

- a. Content Warning Policy
- b. Copyright Policy
- c. Grievances and Disputes Procedure
- d. Social Media and Communications Policy

4. Procedure

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1. A prospective advertiser contacts the Managing Editor or the Business Development Sub-Editor.
 - a. Alternatively, the Managing Editor or the Business Development Sub-Editor may contact potential advertisers directly via a cold call.
 - b. An Advertising Prospectus may be developed to assist in the procurement of advertising services.
 - c. The Advertising Prospectus must be approved in accordance with the ANUSM Approvals Procedure.
 2. The Managing Editor or the Business Development Sub-Editor will assist the advertiser in selecting the advertising option that best suits the needs of the advertiser and serves the interests of the students.
 - a. The advertiser may wish to commission Woroni to design a graphic for the advertisement. The Managing Editor or the Business Development Sub-Editor must liaise with the Art Editor to determine whether Woroni has the capacity to design the graphic in accordance with the directions given by the advertiser.
 - b. Any advertisements created by Woroni for an advertiser are licensed exclusively for use in ANUSM publications.
 3. Once an option is selected and a graphic is provided, the advertisement must undergo an approval process as outlined in Part 5 of this policy document.
 4. Unless otherwise agreed to in writing, the Managing Editor will issue an invoice to the advertiser upon publication of the approved advertisement.
5. Approval
1. The Business Development Sub-Editor or Managing Editor should email the proposed advertisement to the ANUSM Executive for approval.
 2. Approval of a proposed advertisement is at the discretion of the ANUSM Executive, but they may consider:
 - a. The extent to which the proposed advertisement complies with Terms and Conditions contained in Part 7 of this policy;
 - b. The extent to which the proposed advertisement is appropriate or relevant to student audiences; and
 - c. Any other relevant consideration.
 3. The advertisement requires 2/3 approval from the Executive to be published within the Woroni publication, online or in print, and on social media.

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4. If a graphic is not provided by the external organisation prior to completing a booking form, the Executive is allowed to pre-approve advertisements if provided with a brief description of the contents and aim of the advertisement.
 5. Within the booking form, a statement will be added to ensure that final graphics have to comply with our advertising policy.
6. Non-endorsement of advertisements published
1. Publication of an approved advertisement does not constitute an adoption or endorsement of the representations made within that advertisement.
7. Terms and Conditions
1. Failure to adhere to any relevant deadline may result in the advertisement not appearing as per the cancellation and modification conditions.
 2. The Editors reserve the right to reject, cancel, amend, refuse, change position or postpone publication of an advertisement for any reason at its absolute discretion. If a change to the advertisement requires consent from you, then the Editors will make every reasonable attempt to make telephone contact with you. If contact cannot be established, the advertisement may be cancelled until contact can be made.
 3. By submitting an advertisement, you warrant that the material complies with all applicable laws, regulations, and advertising codes of conduct and that its publication will not give rise to any claims against or liabilities of ANU Student Media and any of their members and staff.
 4. Advertisers and their advertisements warrant that nothing in the material lodged for publication breaches the *Competition and Consumer Act 2010 (Cth)*, *Copyright Act 1968 (Cth)* or laws (Commonwealth, State or Territory, as relevant) relating to defamation, therapeutic goods, tobacco products, consumer protection, fair trading and sale of goods or infringes the rights of any person.
 5. The Advertiser agrees to pay the rates specified by ANU Student Media and the Woroni Advertising Prospectus for each advertisement and is aware that the price and date specifications may be subject to change.
 6. Payment must be made in full within 14 days of the invoice date and we reserve the right to exclude an advertisement or request upfront payments from parties which have failed to pay in the past or accrued outstanding payments. By lodging an advertisement in Woroni, you agree to indemnify the Editors and any of its members and staff from and against all liability, claims, losses, damages, costs, expenses (including reasonable legal fees) or proceedings arising wholly or partially, directly or indirectly, in connection with the publication of the material. Without limiting the generality of the above, you indemnify the ANU Student Media Editors and any of its members and staff from and

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against all liability, claims, losses, damages, costs, expenses (including reasonable legal fees) or proceedings arising in connection with any claims by third parties in defamation, injurious falsehood, passing off, unfair competition, contract, breach of copyright or other intellectual property rights, misrepresentation, breach of privacy rights or confidential information or any breach of any Statute, regulation or other law giving rise to any civil or criminal liability whatsoever.

7. ANU Student Media will not accept advertising for political party announcements, cigarettes, gambling services or venues, sexual services, or sex industry venues.
8. ANU Student Media will not accept advertisements that it deems to be offensive or discriminatory in nature, including but not limited to advertisements that may be deemed ableist, ageist, racist, homophobic, sexist, or transphobic.
9. ANU Student Media will not accept advertorials.
10. ANU Student Media may exclude or request amendments to any advertisement submitted for publication which do not satisfy our specifications and policies above.

8. Policy Details

This policy was adopted by ANU Student Media on 10/11/2018

The policy was last updated on 10/11/2018