

*This policy was last updated in September 2018*

### Content

- The Australian Local Government Association (ALGA) will publish up to five advertisements per newsletter edition. The positions of the advertisements will be determined on a first come, first serve basis.
- All advertisements are accepted for publication subject to the approval of ALGA. ALGA reserves the right to refuse any advertisement and/or the right to return an advertisement to its originator for revision. The advertiser will be informed in writing should ALGA refuse to publish the advertisement.
- Submitted advertisements should be relevant to local government in Australia, or consistent with a Sponsorship Agreement between ALGA and the Advertiser.
- Every reasonable effort will be made to publish advertisements as ordered and directed by the advertiser.
- ALGA reserves all rights to classify an advertisement, edit or delete any content considered objectionable or reject advertising content which in ALGA's reasonable opinion may be considered unsuitable for publication.
- If any material, statement, information or matter contained in any advertisement submitted and published is in breach, whether directly or indirectly, of any law, and ALGA suffers any loss or damage or penalty by reason of or arising from the publication of such advertisement, then the advertiser and/or the advertiser's agent shall indemnify ALGA against the amount of any such loss, damage or penalty and shall pay the amount thereof as directed by ALGA. The acceptance of publication of the advertisement by ALGA shall be deemed to be the consideration for the granting of such indemnity, without the necessity for execution of any other document by the advertiser granting such indemnity.

### Bookings

- Bookings can be made via this link: <https://alga-news-ads.knack.com/alga-news-ads#home/>

### Deadlines

- The deadline for advertisements is close-of-business Wednesday to be placed in the following Friday's ALGA News.

## **Specs**

- Copy: up to 150 words
- Banner/logo/image: maximum of 500px by 70px in JPEG format only

## **Rates**

- The pricing of advertising is as follows:
  - Advertise in one edition, \$242 (including GST)
  - Advertise in multiple editions (they don't have to be consecutive editions), \$187 per ad (including GST)
  - If purchasing multiple ads per edition, \$187 per ad (including GST)
- If the same organisation is purchasing multiple ads per edition, each ad must relate to a different product/service/client.
- The advertiser must pay the agreed price for every advertisement published in ALGA News, excluding any arrangements reached as part of a Sponsorship Agreement.
- Once an advertisement has been published in ALGA News, the payment for the advertisement is non-refundable except for in extenuating circumstances.
- ALGA reserves the right to alter the advertising rates at any time.

## **Payments**

- Payment of advertisements will be via invoice. ALGA will provide an invoice at the end of the month, which is to be paid within 21 days from the invoice date.

## **Cancellations**

- Advertisements may be cancelled no later than close-of-business Wednesday of the week that the advertisement was to be published in ALGA News.
- Cancellation advice must be provided via email/phone to ALGA.

## **Contact:**

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