

RACV Advertising policy

terms and conditions

1. Introduction

RACV is committed to producing and delivering content that is informative, entertaining and reflects the RACV values of honesty, integrity and respect.

1.1 Scope

This document is applicable to all 3rd party advertising on RACV communications including all printed publications, newsletters, inserted brochures and all electronic media including all RACV websites, mobile websites, widgets, electronic direct mailers (eDMs), e-newsletters and applications (Apps). The policy applies to advertisers, advertising agencies, RACV employees and external contractors and agents.

1.2 Purpose

The purpose of this policy is to provide guidelines for advertisers, advertising agencies, staff, agents, as to acceptable standards of advertising content on all RACV printed and electronic media and the terms and conditions that advertising is accepted for publication and broadcast.

1.3 Objectives

To ensure a consistent approach to the inclusion of all advertising material in RACV's publications and digital media.

1.4 Authority and accountability

Adherence to the Advertising Policy, Terms and Conditions is the responsibility of advertisers, their advertising agencies, RACV employees and external contractors and agents.

Key elements

- All accepted advertising complies with requirements of industry regulators' such as the Trade Practices Act, Fair Trading Act, Competition and Consumer 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 RACV 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.
- Advertising bookings must be made by the booking/cancellation deadline, late bookings may not be accepted.
- Cancellations are not accepted after deadline and attract 100% charge. Deadlines for all RACV publications are available at www.royalauto.com.au

2. Policy

2.1 Overview

This policy refers to the submission of all third party advertising material in RACV's publications, websites and digital media. It details the roles and responsibilities of all third party advertising activity with the RACV.

2.2 Roles & Responsibilities

The roles and responsibilities associated for each role are detailed below.

2.2.1 Business Units

No advertising material can be submitted for website publication without the authorisation of the General Manager responsible for the particular website pages. RACV Publishing will seek authorisation on behalf of the advertiser.

2.2.2 RACV Publishing Department

RACV Publishing is responsible for ensuring that the publication of advertising material on the website and in any publications conforms with the Advertising Policy.

2.2.3 Third Party Advertisers

A third party advertiser is an external party to RACV and has an interest in placing advertising content on to RACV's websites, publications and digital media. Third party advertisers can include partner and non-partner organisations.

3. Content Considerations

3.1 Relevance

- RACV's position as a credible source of impartial information must not be undermined through inappropriate advertisements that do not meet the brand guidelines.
- Advertisements should clearly differentiate offers that are member-exclusive or open to all visitors of the website or readers of a publication or other digital media. Only official RACV partners can advertise RACV member offers and use the RACV logo in their advertising.
- Products and services which directly compete with RACV products and services may not be accepted to appear in RACV Print and digital media.

3.2 Brand / Style Guide

- For consistency, the online brand and style guide will apply to all content placed on the website or in publications.

3.3 Intrusiveness

- No website advertisements will employ the use of pop-up windows or page takeovers.
- All website advertisements will open in a separate window to ensure that it is clear that the visitor is leaving the RACV.com.au or RoyalAuto.com.au website/s.
- Code must not be included into digital advertisements that reduces a visitor's control of their browser or machine

3.4 Placement

- Website advertisements should be located on the right hand side of the page wherever possible.
- Website advertising content must not appear on any pages that are designed to extend RACV's member and consumer advocacy position

3.5 National Privacy Principles

- RACV.com.au adheres to the National Privacy Principles and website and e-news advertisements must not include code to breach these principles. This includes collecting cookies, IP addresses or any other personally identifiable information from the visitor while on the RACV websites.
- Website and e-news advertisers must not collect information via input fields on the advertisement to avoid a visitor's inclination to believe they are giving information to RACV

3.6 Format

- RACV website advertising conforms to IAB guidelines for file size, weight and animation length, however sizes do not meet all the new IAB ad size guidelines. These are measured in pixels, kilobytes and 15 or 30 second blocks.

3.7 Rich Media

- Rich media (video, extended flash video) is to be launched by users and must not pre-load.

Compliance

1. Advertising with RACV is subject to normal advertising industry requirements, as prescribed by the Trade Practices Act, Fair Trading Act, Competition and Consumer Act, the Advertising Standards Council and other relevant statutory bodies, industry codes and legal requirements.
2. 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.
3. RACV reserves the right to request modifications or to reject any advertisement it believes could breach, or potentially breach and Act, or is potentially misleading, offensive, defamatory, unethical, in poor taste, or could, for any reason, reflect poorly on the image of the RACV.
4. RACV 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.
5. RACV will not accept from an external organisation an advertisement which could potentially mislead RACV members to believe the advertiser is in some way related to the RACV. RACV will not accept an advertisement that implies a relationship with or endorsement by the RACV unless there is such a relationship.
6. The RACV provides quality products and services to members and has the right to accept or reject advertising that may be perceived as inferior or competing with RACV products or services.
7. Advertisements for automotive products or services must be substantiated by repeatable scientific/engineering tests by an independent testing agency or by the RACV itself. Tests must be inline with the relevant Australian Standards or recognised body and substantiating documentation submitted.
8. Pharmaceutical and therapeutic products must carry the appropriate industry standard authentication such as the Australian Publishers' Bureau Clearance Number (APB) and/or meet the Therapeutic Goods Advertising Code (TGAC) principles, guidelines and promote appropriate use. Only therapeutic products that are on the Australian Register of Therapeutic Goods (ARTG) can make therapeutic claims, identified by appropriate product labels and documentation, some exceptions may apply.
9. Advertisements of a political or religious nature will not be accepted.

10. Advertising bookings must be made by the booking/cancellation deadline, late bookings may not be accepted. Cancellations made after deadline will attract a 100% charge.
11. Advertising material must be submitted electronically via approved third party channels, such as Websend or Quickcut for publications and other for digital and the advertiser must pay supplier stipulated fees. Late advertising material will not be accepted and space will be charged at 100%. If the advertiser had a recent similar advertisement published, then that advertisement will be published in its place and full charges apply.
12. RACV may at times, but not always, with prior arrangement, create advertising material at an agreed commercial rate.
13. The advertiser should immediately contact the RACV if an error has occurred as the RACV is not responsible for reoccurring errors if not notified.
14. Advertising schedules cancelled before the contractually agreed expenditure or number of placements/insertions appear in a publication or in digital media, will be surcharged to the expenditure level or number of placements achieved.
15. The RACV will endeavour to accommodate requests for preferred placements, but positions cannot be guaranteed without prior availability and payment of the applicable loading as per the advertising rate cards.
16. Inserts into any RACV publication 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 before the booking is accepted.
17. Advertising rates and other information is correct at time of printing and can change without notice.
18. 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 or transmission 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.
19. Promotions, competitions and lotteries that involve any game of chance and the value of the prize is greater than \$5,000, the promoter must comply with the Victorian Commission for Gaming and include the issued number on advertisements. Advertisements without the appropriate authority's number will not be published and the advertiser will be charged for the space if it is after the cancellation deadline.
20. Advertising rates quoted exclude GST and only applicable to businesses registered for GST, Classifieds advertising rates are listed with and without GST.
21. All bookings, amendments and cancellations must be confirmed in writing and will not be accepted verbally.
22. Advertisers must prepay for advertising before publication unless an account is held. Thirty-day trading accounts must be applied for or can be invoiced via the advertisers accredited advertising agency.
23. The RACV in accordance with the other state motoring clubs has a blanket ban on advertising or promoting any aftermarket automotive fuel, oil or coolant additive product. This position is the result of extensive testing and consultation with the automotive industry, that products of this nature can void a vehicle warranty and that the cost benefit to our members is inconclusive.

RACV Publishing Advertising Policy and Terms and Conditions 2014/15 queries can be directed to;

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