

Nagalro Advertising Policy

Nagalro welcomes the opportunity to publicise information for its members and other interested parties. However it will not always be possible to respond positively to requests for advertising space. The purpose of this policy is to set out how decisions will be made.

The scope of this policy covers both the soliciting and acceptance of all forms of advertising including publication in *Seen and Heard*, inserts in mailing and conference packs, and all print and electronic media.

Advertising is provided at a charge to the advertiser. Discounts may be offered to members of Nagalro. Occasionally, a reciprocal arrangement may be agreed with an agency or organisation whereby it and Nagalro give each other advertising space free of charge.

1. **Ethics:** Values expressed in the content of any material must not conflict with the aims of Nagalro as outlined in its Memorandum.
2. **Direct competition:** Nagalro reserves the right to decline to promote products and services, including those produced by members of Nagalro, which would have a negative commercial impact on a Nagalro product or service.
3. **Placing a limit on commercial content:** A maximum level of advertising will be set for each medium (for example in membership mailings, on the website, in the journal). Intrusive advertising will be avoided.
4. **Endorsement:** Acceptance and publication of advertisements does not imply that Nagalro endorses the content, service or the advertiser.
5. **Advertiser:** Where space becomes limited, priority will be given to not-for-profit organisations over commercial organisations.
6. **Quality control:** Inclusion of advertising will be subject to a sample being supplied to check for the quality and suitability of content and design.
7. **Inclusion:** The final decision to accept advertising rests with Nagalro. In practice this will usually be delegated to the chair of Nagalro, or (for the journal) the editor of *Seen & Heard*. Advertising that is relevant and of interest to members of Nagalro will be sought.

This policy will be clearly communicated on the Nagalro website and will be available in hard copy. It will be reviewed by Nagalro Council at a minimum of every three years.