	Title: Policy & Guideline 1: Advertising Guidelines	
	Date Reviewed: October 2014	Version PG1.14.0
	Approved by: Executive Council	Next Review: September 2015

Australian Dental and Oral Health Therapists' Association Inc Advertising Guidelines

1. Introduction

Advertising is a persuasive and powerful medium. Minimum standards and Codes are determined by Federal law, State laws and the Dental Board of Australia regulates the advertising in particular for the dental field.

2. Purpose of these guidelines

- a. To help determine the material that will be accepted for advertising on the ADOHTA official website www.adohta.net.au and/or ADOHTA Newsletter, Emails or Facebook.
- b. To determine that material in no way conflicts with the Purposes of the Association as outlined in the ADOHTA Constitution.
- c. To determine as much as possible that misleading information or statements are not included in any advertising material.
- d. To determine if the product to be advertised is of benefit to the members of the ADOHTA

3. Cost of Advertising


For all advertising refer to the Advertising Rates Schedule below for current fees, deadlines and size restrictions.

4. Information for Advertisers

- a. Advertisements can be placed in:
 - the ADOHTA Newsletter – 3 per year (by electronic media)
 - the ADOHTA Website
 - regular Email Bulletins sent to all members
 - Other vehicles as seen fit by the ADOHTA Council eg Conference Documents
 - Facebook

Please note the ADOHTA Journal has now merged with the NZDTA Journal to form the ANZ JDOHT which has separate advertising guidelines to these.

- b. Categories accepted include:
 - Continuing Professional Development
 - Dentally related products including software and clothing
 - Dental practices
 - Employment Opportunities
 - Others as seen fit by the ADOHTA Council
- c. ADOHTA shall only accept advertising of any product or from any company which supports the beliefs, ideals and objectives that the association seeks to promote

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- d. Advertisements must not mislead viewers into thinking that the product or service is endorsed by the ADOHTA
- e. ADOHTA seeks to build networks with likeminded organisations. These organisations may offer reciprocal arrangements for event advertising
- f. The advertising may display product name, company name, web and contact details, logo and text about the product and for online advertising, a link to the advertisers website
- g. The advertisement will have a set period of exposure and placement within the medium will be determined by the ADOHTA

5. Applications to advertise


- a. Applications must be in writing and accompanied by payment.
- b. Complete the online application at www.adohta.net.au and return by email to admin@adohta.net.au or mail to PO Box 405, Nundah, 4012.
- c. The application will be reviewed by the ADOHTA Council at their next meeting
- d. Successful advertisements shall appear in the next issue or as soon as practicable after acceptance
- e. If in the case that the application is not successful all monies will be returned to the unsuccessful advertiser.
- f. Enquiries can be made by email to admin@adohta.net.au or mail to above address

Australian Dental and Oral Health Therapists' Association


2014 Advertising Rates Schedule Quoted AUD and GST excl.

Potential advertisers should first refer to the ADOHTA Advertising Guidelines.

NEWSLETTER	Deadlines – 30 th March, 31 st July, 30 th November Emailed – Mid April, August, December approximately	
	Rates	\$
Attachments	Single page A4 size Electronic copy (pdf) to be supplied For email distribution nationally	\$250
Advert in Newsletter	per Ad single issue Restricted to 100 words Including spaces text only Including Company Logo Logo supplied 180x195 pixels Logo supplied in high resolution jpg or eps	\$50

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EMAIL BITE	Weekly emails to all members (Thursday's)	
Attachments	Single page A4 size Electronic copy (pdf) to be supplied 1 flyer distributed nationally	\$250
JOURNAL	Issued 2 per year Deadlines are 30 May and 31 October approx	
Inserts	Single page A4 size Company to supply insert Cost per State Contact us for details on each/multiple states	\$200 - \$500
EVENTS		
Advertising	Business Corporation Not-for-profit Charities Major ADOHTA Event Sponsor Associations with Reciprocal Agreements Neg	\$400 FREE FREE FREE
Includes	Single page A4 size Electronic copy (pdf) to be supplied For email distribution nationally and Inclusion on national Website Calendar for the duration of the event and link to the event website	
<p>Advertisements shall appear for 12 months from the date of acceptance or until the event has occurred. Alterations to advertisements during the 12 month period shall be considered as a new application and incur a further fee. Advertisements, if deemed to be no longer current, may be removed by ADOHTA without refund of fees paid.</p>		
WEBSITE	Deadlines - nil,	
	Rates	\$
Logo Button	1 Jan – 31 December per Calendar Year Company to supply logo Logo 117x50 pixels, less than 10kb Linked to advertisers website Advertiser's logo as part of Footer on every page	\$200
Hot Link Bar	National Home Page (Per Quarter) Including Image 300x120 pixels Linked to your webpage or PDF Flyer Advertise Products, Events or Business Material to be approved by Council	\$500

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News Items	per item single issue Restricted to 300 words text only or single page pdf includes link to advertisers website	FREE
FACEBOOK	National Facebook page	
Advertising	per Advert single issue Restricted to 100 words Including spaces text only	\$30
JOB ADVERTISING	Deadlines – nil Rates	FREE

Advertisements for positions vacant will be placed on the Members Only section of the ADOHTA website and distributed electronically to members. These ads are to be in word format only (no logos) and should state the following;

- Position Title (or profession required)
- Practice name and location (suburb/town/state/territory)
- Position type permanent temporary casual full time part time etc
- Job description (brief)
- How to Apply
- Contact person name, phone number and email address practice website address
- Job reference number (if applicable)
- Closing Date

If no closing date is given the ad will remain on the ADOHTA website for the period of six months or until we are advised to remove it. Job advertising should be emailed to admin@adohta.net.au

Contact us if you would like to negotiate a package. admin@adohta.net.au 0498 664 943