	Title: Policy & Guideline 1: Advertising Guidelines	
	Date Reviewed: October 2019	Version PG1.19.0
	Approved by: Executive Council	Next Review: October 2020

## 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 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](http://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
  - 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 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 to [admin@adohta.net.au](mailto:admin@adohta.net.au) and accompanied by payment.
- b. The application will be reviewed by the ADOHTA Council at their next meeting
- c. Successful advertisements shall appear in the next issue or as soon as practicable after acceptance
- d. If in the case that the application is not successful, all monies will be returned to the unsuccessful advertiser.
- e. Enquiries can be made by email to [admin@adohta.net.au](mailto:admin@adohta.net.au) or mail to above address

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2020 Advertising Rates Schedule Quoted AUD and GST excl.

**Potential advertisers should first refer to the ADOHTA Advertising Guidelines.**

<b>NEWSLETTER</b>	Deadlines – Early April, Mid July and Mid November approximately Emailed – End of April, Early August, Early December approximately	
	Rates	\$
Attachments	Single page A4 size Electronic copy (pdf) to be supplied For email distribution nationally	\$250
<b>PRODUCT ADVERTISING</b>	Exclusive email to members nationally	\$295
Attachments	Single page A4 size Electronic copy (pdf) (docx) to be supplied 1 flyer distributed nationally	
<b>EVENT ADVERTISING</b>		
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	

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.

<b>MAIL OUT</b>	Exclusive mail out to members	
Inserts	Single page A4 size Company to supply insert Cost per State Contact us for details on each/multiple states	Request Quote

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<b>WEBSITE</b>	Deadlines - nil,	
	Rates	\$
Logo Button	1 Jan – 31 December per Calendar Year Company to supply logo Logo 117x50 pixels, less than 10kb Linked to advertiser’s 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
<b>FACEBOOK</b>	National Facebook page	
Advertising	per Advert single issue Restricted to 100 words Including spaces text only	\$30
<b>JOB ADVERTISING</b>	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](mailto:admin@adohta.net.au)

**Contact us if you would like to negotiate a package. [admin@adohta.net.au](mailto:admin@adohta.net.au) 0498 664 943**