

### ADVERTISING POLICY

Authority	Content										
<p>Clause 18</p> <p><i>Handweavers, Spinners and Dyers Guild of Tasmania Inc. Constitution of 2021</i></p> <p><i>Committee approval 10 October 2019</i></p> <p><i>Reviewed and Approved: 09/12/2021</i></p> <p><i>Reviewed by Committee and Tabled AGM: 14/03/2023</i></p>	<p><b>Introduction</b></p> <p>Advertising in the Guild’s newsletter and other means of communication is primarily for the benefit of members and is in keeping with the Guild’s Constitution and policies, as amended from time to time.</p> <p><b>Aims</b></p> <p>Advertising placed by Guild members aims to:</p> <ol style="list-style-type: none"> <li>a. encourage the movement of wheels, looms, textile tools, fibre, fibre-related books, magazines and brochures and related items; and</li> <li>b. advertise fibre-related events amongst Guild members.</li> </ol> <p><b>Advertising by Guild members</b></p> <p>Advertising in Island Yarns will be free of charge to financial guild members with reasonable size control managed by the Editor.</p> <p><b>Advertising by non-Guild members</b></p> <p>The following rates apply for non-Guild members and organisations with reasonable size control managed by the Editor.</p> <table border="1" data-bbox="488 1041 1430 1292"> <thead> <tr> <th>Content</th> <th>Charge</th> </tr> </thead> <tbody> <tr> <td>Up to one quarter page (approximately 30 words and/or image)</td> <td>Free of charge</td> </tr> <tr> <td>Half page text and/or images</td> <td>\$40.00</td> </tr> <tr> <td>Full page text and/or images</td> <td>\$75.00</td> </tr> <tr> <td>Advertorial, limited to one printed page</td> <td>Free of charge</td> </tr> </tbody> </table> <p>Advertising in the Guild Newsletter by other persons or bodies will be at the discretion of the Guild Committee. Where time is of the essence, the President, Secretary, Web Administrator and/or Newsletter Editor shall exercise placement discretion and report back to the Committee.</p> <p>This discretion is bounded by the Guild’s Constitution and policies and shall be based on a <i>quid pro quo</i> basis.</p> <p>Advertorial items can be placed at the discretion of the Web Administrator and Newsletter Editor and reported to the Committee. Advertorial material can only be placed by Guild members operating a fibre-related business outside of the Guild and shall not exceed one printed page except where allowed otherwise by the Guild Committee. Preference shall be given to fibre-related businesses who benefit Guild members (discounts, early-bird access, etc.).</p> <p><b>Editing</b></p> <p>The Web Administrator and Newsletter Editor reserve the right to reasonably edit text and images.</p> <p><b>Payment for advertising</b></p> <p>Payment must be made in full and receipted by the Guild Treasurer or Yarn Store Officer before advertising is finally placed. Where time is of the essence, the Web</p>	Content	Charge	Up to one quarter page (approximately 30 words and/or image)	Free of charge	Half page text and/or images	\$40.00	Full page text and/or images	\$75.00	Advertorial, limited to one printed page	Free of charge
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	<p>Administrator and Newsletter Editor shall exercise discretion in discussion with the Treasurer or Yarn Store Officer and subsequently report to the Committee.</p> <p><b>Review of payment rates</b> Advertising rates are to be reviewed at the Annual State-wide Meeting. Advertorials to be at the discretion of the Editor.</p>
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