

CAZA Policy Re: Advertising

Preamble

CAZA, its members and supporters represent a unique and significant market for specialized products and services. As CAZA has enhanced its internal communications through the newsletter, the web site and other methods there has been an increased interest by businesses in utilizing these vehicles to promote their activities to CAZA members.

CAZA has a commercial membership category that represents organizations that provide support to the Association as well as a number of organizations with which it partners in a variety of activities. This policy is designed to clarify advertising processes and to ensure priority access is given to CAZA commercial members and partners.

Policy

Advertisements in CAZA media will be accepted only from Association members or recognized partners. Advertisements for the sale of goods or services will only be accepted from Commercial or Institutional members. Publishing of surplus lists and positions available will be deemed to be a membership service for Institutional members rather than advertising.

Policy Specifications

All advertisements accepted by CAZA for placement in any media must comply with all relevant legal, professional and ethical guidelines. The Editor reserves the right to reject or request changes to any submitted advertising copy.

CAZA reserves the right to unilaterally reject, omit or cancel advertising which it deems to be not in the best interest of the association, or which by its tone, content or appearance is not in keeping with the scientific, educational and professional nature of CAZA's publications. In the event an advertisement is refused on any of the aforementioned grounds, and payment has been received, refunds will be processed immediately and artwork will be returned.

CAZA reserves the right to refuse to accept advertisements that because of omissions or inaccuracies provide misleading or incorrect information.

Publication of any advertisement by CAZA constitutes neither an endorsement of the advertiser nor of the products or services advertised.

CAZA is not responsible for any claims made in any advertisement it accepts for placement.

Advertisers and advertising agencies assume complete liability for all content (including text representation and illustrations) of advertisements published by CAZA in any media, and also agree to assume full responsibility and to hold CAZA harmless for any claims arising against the publisher.

Payment in full for all advertisements accepted by CAZA is due 30 days from the date of invoice. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions.

All advertising space assignments will be made by CAZA on a first-come, first-served basis. No more than 1/8 of the newsletter may be taken up with advertising. The Editor shall have the final say regarding the location of advertising within the newsletter. Generally, no advertising space is available on the front page and limited space on the back page. – Exceptions may be made for “Full Issue Sponsorship”

The word "paid advertisement" shall be included with all advertisements that, in the opinion of the Editor, might be confused with editorial content.

Advertisers must supply text and graphics in an electronic format ready for publication. Text may be plain or in common, Macintosh/Windows word processor formats.

Notes

Advertisers may submit copy at the following commercial rates (incl. GST):

| Size | Details (Note: 1 point = 1/72") | Price |
|-------------------------------|--|--------------|
| Simple classified (text-only) | Up to 35 words (about three lines) | \$20 |
| 1/4 page | 180x275 points or 360x135 points | \$100 |
| 1/2 page | 360x275 points | \$200 |
| Full page | 360x550 points | \$400 |
| Full issue sponsorship | Contact CAZA for details | |

(Rates subject to change)