

Australian and New Zealand Society of Indexers

Policy on Advertising and Endorsement of Products/Services (37/105/1)

Signature line on members' emails

When sending email communications on behalf of, or at the behest of ANZSI, members are not permitted to include personal advertisements to names of products or services they have produced, or are involved with, in their signature line.

The signature line should only include the members' name, their position or area of responsibility, their branch/group if applicable, an email address, an ANZSI PO Box address if applicable, and possibly a telephone number. It is permissible to include the ANZSI logo.

Advertisements

Paid advertisements in the ANZSI Newsletter are accepted at the discretion of the Newsletter Editor. Advertisements from individuals or organisations will generally be on topics of direct relevance to indexers or in a field with potentially strong indexing links, e.g. editing, writing, archives, genealogy, information management, information technology or history.

Advertising rates are set by Council and updated annually. Current rates are available on the ANZSI website.

Advertorials

An advertorial, by definition, is an article in the ANZSI Newsletter which appears to be one of its normal feature articles but which has been, or should have been, paid for by an advertiser as part of an advertising campaign. Advertorials which are submitted without payment will be rejected by the Editor unless payment is forthcoming when requested.

Reviews of books or software by an external independent individual are not advertorials and are perfectly acceptable. Discussions comparing the various features of a range of software are also acceptable. Articles that promote a single product only with the intention of attracting new customers, written by a software company or their agent, are deemed to be advertorials and will only be accepted at the discretion of the Newsletter Editor. Advertorials will be charged for at the same rate as for advertisements. Occasionally the Editor may choose to accept, at no charge, short items (maximum 1 page) containing hints and tips about products when they are intended as support for existing users.

Each advertorial shall have the word "Advertisement" placed at the head of the advertorial, so it is readily discernible.

Endorsement

Any requests for endorsement, recommendation or support of a commercial product, activity or publication of an organisation or individual should be addressed to the ANZSI Secretary and will be considered by ANZSI Council.

The listing of overseas indexing training courses on the ANZSI website does not constitute endorsement. Details about the courses are provided purely for the information of members. No recommendation about any of the courses is provided by ANZSI.

Sponsorship

Sponsorship of ANZSI

Sponsorship of individual members to attend ANZSI-related events, e.g. ANZSI conferences, seminars or training is permitted. The level of sponsorship and the number of sponsored places offered is to be determined either by the ANZSI body organising the event, or by an individual Branch.

Sponsorship of individual members to attend non-ANZSI events will be at the discretion of individual Branches.

Decision on sponsorship of members to attend official conferences of sister Societies under the Terms of Reference of the ICRIS agreement is solely the responsibility of ANZSI Council. Under the Terms of Reference, sister Societies provide free registration and sometimes accommodation for the official ANZSI representative during the conference. Travel costs (airfares and land transport) and conference accommodation (if not provided free of charge) are the responsibility of the individual. Council however, at their discretion, may under exceptional circumstances make a contribution towards travel expenses.

Sponsorship by ANZSI

Sponsorship of commercial products by ANZSI is not permitted. Where ANZSI has sought sponsorship from an organisation, for example for a conference, acknowledgement may be made by including that organisation's logo on materials such as conference satchels and programs.

Donations

Donations to individuals or organisations are not permitted except under special circumstances, e.g. a donation to a registered charity in lieu of flowers for a members' funeral, or when the organisation pursues aims compatible with the aims of ANZSI.

Discounts to affiliated organisations to attend ANZSI courses and seminars

ANZSI Branches may offer discount rates to members of affiliated organisations, e.g. Society of Editors or Australian Society of Archivists, to attend ANZSI-run courses and seminars. The level of discount offered is at the discretion of the individual Branch and can be decided either on a course-by-course basis, or across a suite of programs.