

Hand Therapy New Zealand

Advertising Policy:

Purpose: To provide a clear framework and guide to manage external entities advertising to the membership of Hand therapy New Zealand.

Scope: Covers advertising from all external sources to members on all HTNZ platforms

1. Webpage
2. Social media
3. Direct mail/email

Procedures

Vacancies

1. Vacancies from all external sources directed to members should be directed via the administrator
2. The administrator will liaise with the entity regarding their requirements and notify the treasurer and webmaster.
3. The treasurer and webmaster will review the advertising and notify the administrator.
4. The administrator will raise an invoice for the relevant amount. (see rates and fees below)
5. The invoice must be paid before any advertising is placed/posted/sent to the membership.
6. The webpage/social media will be reviewed monthly, and all expired advertising removed.

Website Advertising/Sponsorship

1. Available to industry suppliers
2. Period runs from 1 April to 31 March (HTNZ financial year)
3. Treasurer/Admin to liaise and confirm renewal/placement
4. Treasurer/Admin to invoice as appropriate
5. Webmaster to post/remove company logo as provided and advised

External goods/services

1. Any other entity wishing to advertise goods/services to Hand Therapy New Zealand Members.
2. The administrator will liaise with the entity regarding their requirements and notify the exec for approval.
3. Treasurer/Admin to invoice as appropriate

Rates and Fees

1. Advertising vacancies from an external source
 - a. Advertising posted on vacancies webpage:
 - i. \$300 inc GST for a 3 month period from date of posting. i.e 15th day to 15th day.
 - b. Advertisement placed on social media:
 - i. As for 1.a, PLUS: an additional \$50 inc GST fee per platform.
 - c. Advertisement header placed on monthly membership updates with link
 - i. As for 1.a, PLUS: an additional \$50 inc GST fee.

2. Advertising vacancies from an external source of which a current member is a named director/shareholder:
 - a. Advertising posted on vacancies webpage:
 - i. \$50 inc GST flat rate for a 3 month period from date of posting. i.e 15th day to 15th day.
 - b. Advertisement placed on social media:
 - i. As for 2.a, included in flat rate
 - c. Advertisement placed on monthly membership updates with link
 - i. As for 2.a, included in flat rate

3. Advertising from external source (non-vacancy)
 - a. Website sponsorship –
 - i. Company logo and link to company website on rolling banner of webpage
 1. 600 inc GST annual fee based on financial year.
 2. Charged at commencement of financial year or thereafter on posting.
 3. 50% Pro-rata rate applied if posted in Q3/Q4

 - b. External Goods/Services –
 - i. Advertisement posted on HTNZ page of website
 1. \$300 inc GST for a 3 month period from date of posting. i.e 15th day to 15th day.
 - ii. Advertisement placed on social media:
 1. As for 3.b.i, PLUS: an additional \$50 inc GST fee per platform/repeat post.
 - iii. Advertisement header placed on monthly membership updates with link
 1. As for 3.b.i, PLUS: an additional \$50 inc GST fee.