**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 HTNZ members and audiences on all HTNZ platforms

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

**Process**
Please contact the HTNZ Administrator on admin@handtherapy.org.nz with details on your advertising needs and which of the rates and fees below apply to the advertisement you wish to place. The Administrator will raise an invoice for this advertisement and include it in their reply. Once this invoice is paid and collateral for the advertisement sent through, this will be posted on the relevant HTNZ platforms at the earliest convenience.

**Procedures and Advertising opportunities**

**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/ Administrator to liaise and confirm renewal/placement
4. Treasurer/ Administrator 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 Executive Committee for approval
3. Treasurer/Administrator to invoice as appropriate

**Rates and Fees**

1. Advertising vacancies from an external source
	1. Advertising posted on HTNZ vacancies webpage:
		1. $300 + GST for a 3 month period from date of posting. i.e 15th day to 15th day.
	2. Advertisement placed on HTNZ social media:
		1. As for 1.a, PLUS: an additional $50 + GST fee per platform.
	3. Advertisement header placed on HTNZ monthly membership updates with link
		1. As for 1.a, PLUS: an additional $50 + GST fee.
2. Advertising vacancies from an external source of which a current member is a named director/shareholder:
	1. Advertising posted on HTNZ vacancies webpage:
		1. $50 + GST flat rate for a 3 month period from date of posting. i.e 15th day to 15th day.
	2. Advertisement placed on HTNZ social media:
		1. As for 2.a, included in flat rate
	3. Advertisement placed on HTNZ monthly membership updates with link
		1. As for 2.a, included in flat rate
3. Advertising from external source (non vacancy)
	1. Website sponsorship –
		1. Company logo and link to company website on rolling banner of HTNZ webpage
			1. 600 + 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
	2. External Goods/Services –
		1. Advertisement posted on [Employment Opportunities](https://www.handtherapy.org.nz/education-work/employment-opportunities/hand-institute) page of the HTNZ website
			1. $300 + GST for a 3 month period from date of posting. i.e 15th day to 15th day.
		2. Advertisement placed on HTNZ social media:
			1. As for 3.b.i, PLUS: an additional $50 + GST fee per platform/repeat post.
		3. Advertisement header placed on HTNZ monthly membership updates with link
			1. As for 3.b.i, PLUS: an additional $50 + GST fee.