



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 (the HTNZ Facebook page and private Facebook group)
3. Direct mail/email

Process

Please contact the HTNZ Administrator on admin@handtherapy.org.nz with details of 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.

Courses/Conferences

1. Courses/Conferences 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). There will be no fee for advertising of a Conference from an affiliated organisation (OTNZ, PNZ, NZSHS etc) and for webinars offered to HTNZ members at no cost.
5. The invoice must be paid before any advertising is placed, posted or sent to HTNZ 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. Vacancies

a. General Vacancies

- i. Vacancy posted on the HTNZ [Employment Opportunities](#) webpage:
 - \$300 incl GST for a 3 month period from date of posting. i.e 15th day to 15th day.
- ii. Vacancy placed on HTNZ monthly membership updates with link
 - As for 1.a, PLUS: an additional \$50 incl GST fee.
- iii. Vacancy placed on the HTNZ Facebook page and private Facebook group:
 - As for 1.a, PLUS: an additional \$50 incl GST fee per platform.

b. Vacancies from an external entity of which a current member is a named director/shareholder:

- \$50 incl GST flat rate fee
- Includes all the above as per 1.a.

2. Advertising

a. Courses/Conferences

- i. Advertisement posted on [Educational Opportunities](#) page of the HTNZ website:
 - \$300 incl GST
- ii. Advertisement placed on HTNZ monthly membership updates with link
 - As for 3.b.i, PLUS: an additional \$50 incl GST fee.
- iii. Advertisement placed on HTNZ the HTNZ Facebook page and private Facebook group:
 - As for 3.b.i, PLUS: an additional \$50 incl GST fee per platform/repeat post.

b. Courses/Conferences from an external entity of which a current member is a named director/shareholder:

- \$50 incl GST flat rate fee per listing
- Includes all the above as per 2.a.

c. Website sponsorship

- i. Company logo and link to company website on rolling banner of [HTNZ webpage](#)
 - \$600 incl GST annual fee based on financial year.
 - Charged at commencement of financial year or thereafter on posting.
 - 50% Pro-rata rate applied if posted in Q3/Q4 (October - March)

d. **External goods/services**

- i. Advertisement posted on [Suppliers](#) page of the HTNZ website
 - \$300 incl GST for a 3 month period from date of posting. i.e 15th day to 15th day.
- ii. Advertisement placed on HTNZ monthly membership updates with link
 - As for 3.b.i, PLUS: an additional \$50 incl GST fee.
- iii. Advertisement placed on HTNZ the HTNZ Facebook page and private Facebook group:
 - As for 3.b.i, PLUS: an additional \$50 incl GST fee per platform/repeat post.