



Advertising Policy

1. Purpose:

To provide a clear framework and guide to manage external entities advertising to the membership of Hand Therapy New Zealand (HTNZ).

2. Scope:

Covers advertising from all external sources to HTNZ members and audiences on all HTNZ platforms

- HTNZ website
- HTNZ social media (HTNZ Facebook page, HTNZ private Facebook group and Instagram)
- Direct mail/email

3. Process:

Please email the HTNZ Administrator on admin@handtherapy.org.nz with your advertising requirements and rate, refer to the rates and fees below. The Administrator will acknowledge receipt of your email and send an invoice for the advertisement. Please pay the invoice and send collateral (including logo) to admin@handtherapy.org.nz this will be posted on the relevant HTNZ platforms at the earliest convenience.

4. 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 a conference from an affiliated organisation (OTNZ, PNZ, NZSHS etc) or 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: Advertising rates to 31 December 2024 – rates quoted exclusive of GST

Advertising Vacancies

	HTNZ Current Members <i>HTNZ Member, or if a company a current HTNZ member is a named Director/shareholder</i>	External Source
Advertisement placed on HTNZ website – three months	\$150.00	\$500.00
Social Media (Facebook and Instagram)	One post	\$50.00 per post (includes FB & IG)
Link in the monthly Pānui newsletter to HTNZ Members – Second Friday of each month. No newsletter in January	Three months	\$50.00 per newsletter insert

Sponsorship

Limited to companies who do not employ occupational therapists, physiotherapists, or hand therapists in a clinical capacity.

Website: Company logo and link to company website on rolling banner on website. Limited to five companies.	\$1,000.00 50% pro-rated if posted in Q3/4.
<p>Monthly Pānui newsletter to HTNZ Members – 2nd Friday of each month: Recognition as sponsor, logo and link to company website.</p> <ul style="list-style-type: none"> • Annual Sponsor: Limited to one annual sponsor. Annual sponsorship 11 newsletters, no newsletter in January. • Month Sponsor: Limited to one sponsor for one edition. 	<p>Annual Sponsor: \$1,000.00</p> <p>Month Sponsor: \$100.00</p>
HTNZ Educational Events , e.g. conference, symposium, webinars.	POA please contact HTNZ Administrative Assistant admin@handtherapy.org.nz