

ADVERTISING & INSERTS POLICY

Advertising – general

Orienteering Victoria may accept advertising in its hard-copy and electronic publications. This may be on a paid-for commercial basis, carried out as part of a sponsorship agreement, or on a non-commercial basis.

No Orienteering Victoria publication may accept advertising which:

- relates to products or services not compatible with the healthy lifestyle of orienteering as a family sport, and in particular, relates to alcoholic beverages or tobacco products
- is racially, religiously or personally offensive, indecent, libelous or contrary to the law
- violates any agreements with OV or OA sponsors (OA have advised that no existing OA contract would formally restrict advertising by a competitor in a state publication, but that any such advertisement should be considered with caution)

Notwithstanding any delegations stated in this policy, the Board reserves the right to refuse advertising from any source or to reject any proposed advertisement.

Orienteering Victoria Electronic Bulletin

As many people regard the distribution of commercial advertising by e-mail as intrusive, paid advertising will not be accepted for inclusion in Orienteering Victoria electronic bulletins.

Non-paid advertising may be accepted for the following items:

- upcoming orienteering events of any kind, whether in Victoria or elsewhere (the Board's advice should be sought before publishing material relating to events which clash with major state events in Victoria, or major national events)
- other events likely to be of interest to Victorian orienteers which are unlikely to detract significantly from attendances at OV events
- material relating to OV and OA sponsors, particularly where these sponsorships are commission-based (e.g. Budget Buddies)
- non-commercial items (e.g. charities)
- commercial providers offering direct benefits to orienteers (eg Wilderness Shop buying nights)

Electronic bulletin advertisements should consist of text and web hyperlinks only, not display material.

The Editor of the electronic bulletins is responsible for advertising content. If in doubt, they should seek advice from the President who will refer the matter to the Board if necessary.

Orienteering Victoria Website

Paid and non-paid advertising may be included on the Orienteering Victoria website, subject to the general guidelines above. The Website Manager is responsible for advertising content, except for major event sections of the website where this responsibility is delegated to the organising committee. Advertising rates should be set by the Board on a case-by-case basis.

Any website advertisements should be in the form of logos included as part of a specific web page or pages. Popup advertisements should not be included with the OV website. Unless specifically authorised by the Board, website advertising should be for a specific product/service/entity – advertising content should not be delegated to a third party (e.g. through Google Ads).