



ADVERTISING POLICY

Bushwalking WA will not endorse specific products or services, but may allow paid advertising about products and services that it believes may be of value or interest to bushwalkers, or that may assist in advancing BWA objectives.

Paid advertisements may be included in BWA publications. All advertisements will be clearly headed 'Advertisement' to ensure they cannot be confused with non-advertising content, nor with sponsorship recognition.

Alignment of interests - BWA will not accept requests for paid advertising from any organisation, company or individual whose nature or operations the Board considers represents known or potential conflicts of interest or other risk of misalignment with the aims and interests of BWA and bushwalking generally.

BWA will not amend its policies or constitution in order to gain advertising income.

BWA reserves the right to terminate any agreement if the advertising organisation carries out actions or endorses positions inconsistent with BWA policies or values.

BWA Board members will not accept any benefit offered by an organisation placing an advertisement with BWA that is not available to all BWA members.

Advertising agreement - BWA will enter into an agreement with each advertiser via the attached *Advertising Request (& Acceptance) Form* which will include the amount of the advertising fee, the specific content of the advertisement/s to be placed, and the location of the advertisement (e.g. position on BWA website, e-Newsletter, promotional flyer, etc). The advertiser will be invoiced by BWA upon each agreed new publication or re-publication by BWA of the advertisement/s. The agreement may be terminated by either party by giving notice a minimum of five business days before a publication.

Advertising fees and content

BWA publication	Fee (*)	Typical content and location
e-Newsletter	<ul style="list-style-type: none"> \$50 at first publication (one e-Newsletter issue); \$25 at each publication thereafter. 	Logo or other graphic plus max. of 25 words of text, near footer of Newsletter and labelled 'Advertisement'.
Promotional materials (e.g. flyers / posters)	<ul style="list-style-type: none"> \$250 per 1000 flyers. \$250 for up to 10 posters 	Logo or other graphic plus max. of 25 words of text, near end of flyer text or at foot of poster and labelled 'Advertisement'.
Website	<ul style="list-style-type: none"> \$100 at start of first 12 months; \$75 for start of each subsequent 12 month period. 	Logo or other graphic plus max. of 25 words below Home page content and labelled 'Advertisement'.

(*) BWA Board may reset fees at times determined by the Board.

Advertisers will be advised of any increase in fee at least 14 days before publication of their advertisement.

Register of sponsors: BWA will maintain a register of advertisers.

Confidentiality - BWA will not disclose personal information related to members to any third party body including advertisers. Agreements with advertisers will be confidential to BWA Board and the other party.

Advertiser benefits:

- Advertising in a BWA publication will expand the advertiser's marketing reach across BWA's hiking / bushwalking membership and potentially a wider audience;
- By advertising with BWA, the advertiser will be associated with
 - WA's peak body for bushwalking, and
 - a popular, healthy outdoor recreational activity in WA which encourages the community to value and protect our natural environment.



ADVERTISING REQUEST (& ACCEPTANCE) FORM

Advertisement process

Background - Please ensure you have read BWA's Advertising Policy (copy attached) before completing the form below. If your business/organization seeks more information before submitting the form, please email the President (president@bushwalkingwa.org.au).

Advertising Request- After completing the form below, please email these 2 pages (as an edited word doc or scanned pdf copy) together with **your Company's intended advertisement** (image file at suitable resolution for website display; plus text as word doc file) to the following:

Attn **Secretary, Bushwalking WA** secretary@bushwalkingwa.org.au
cc **President, Bushwalking WA** president@bushwalkingwa.org.au

Upon receipt, your advertising request will be considered at BWA's next Board meeting or earlier.

Advertisement Acceptance & Publication - If BWA Board accepts the advertising request by also signing the form, your organisation's name will then be entered into BWA's advertiser register. BWA will return a copy of the fully signed form to you, confirming agreement. BWA will publish the advertisement in the agreed publication. The advertiser will be invoiced following the first publication; Thereafter the advertiser will be invoiced at each publication of the advertisement (refer to BWA Advertising Policy document). The agreement may be terminated by either party by giving notice a minimum of five business days before a publication.

ADVERTISING REQUEST

COMPANY/ORGANISATION NAME:

WEBSITE/FACEBOOK ADDRESS: WWW.

Title	First name/s	Surname	Email	Phone
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PREFERRED CONTACT:

ALTERNATE CONTACT:

ADVERTISEMENT:	Please attach separately an illustration of the required form and preferred lay-out of the advertisement (plus suitable image and text files).		
PUBLICATION/S IN WHICH ADVERT IS TO BE PLACED (circle one or more):	BWA e-Newsletter	BWA Website	BWA Promotional Item
Initial publication cost	\$50 for one issue	\$100 for 12 months	\$250 for 1000 flyers OR for up to 10 posters
Additional publication cost	+ \$25 each additional issue	+ \$75 each additional 12 month period	—
FEE/S (Advertiser's estimate only)	\$.....	\$.....	\$.....

TOTAL ESTIMATED FEE \$.....
(Advertiser's estimate only)

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OTHER OPPORTUNITIES:

BWA also welcomes sponsorships as per our [Sponsorships and Partnerships Policy](#):

- Would your company be open to discussing sponsorship of BWA?: **YES** **NO**
- Are there any additional/alternative ways in which your company would be willing to assist BWA? **YES** **NO**
If **YES**, please advise in what other ways you might be able to help (or don't hesitate to contact President, BWA president@bushwalkingwa.org.au to discuss) :

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BWA UPDATES:

Would you like to be added to BWA's newsletter subscriber list?:

YES **NO**

Request form completed for and on behalf of the business/org. by:

Position:

Date:

Advertisement ACCEPTED for publication, for and on behalf of Bushwalking WA by:

Position:

Date:

PAYMENT METHOD: BWA will issue an invoice after confirmation of fee, acceptance and publication. Please then make payment of the invoiced amount online by direct deposit to the following account:

BSB: **036-039**
 Account No: **312567**
 Account name: **Federation of Western Australian Bushwalkers Inc**
 Payment description: **[BWA invoice no. + your organisation's name.]**