

The ANU Observer

**Advertising and Sponsorship
Policy**

1. Introduction

- 1.1. This policy is subject to the Constitution of The ANU Observer. In the case of any inconsistencies between this policy and the Constitution of the ANU Observer, the clause(s) in question are considered void to the extent of that inconsistency.
- 1.2. This policy is binding on all officers.

2. Definition of Advertising

- 2.1. Where funds are exchanged in consideration for digital or other forms of promotion.
- 2.2. Promotions are defined as the Council and Editorial Board see fit.

3. Process for approving advertising

- 3.1. The Treasurer and the relevant Digital Editor shall propose advertising strategies and content for Council approval.
 - 3.1.1. This includes both general strategic direction and specific proposed advertisements and sponsorships.
- 3.2. The Council shall make determinations from time to time as to these strategies and content.
- 3.3. The Editorial Board and Digital Editors shall each have a veto power over any advertising implemented by council.

4. Contracts with Advertisers

- 4.1. Observer shall require advertisers to sign into contract terms which shall execute the provisions in this policy.
- 4.2. The Treasurer shall prepare and keep a standard form in line with the above section for the purposes of advertising contracts.
- 4.3. Contracts may be amended for the purposes of individual transaction but not such that they are inconsistent with any provisions of this policy.

5. Independence from Editorial Decision-making

- 5.1. The decision to enter into advertising for any entity will be made independently of editorial decision making.
- 5.2. Observer shall not alter editorial decisions to protect advertising revenue.
- 5.3. Observer shall not commit to any editorial positions or practices in any advertising contract.

6. Independence from Digital Content Decision-making

- 6.1. Observer shall not commit to any positions or practices regarding digital content decision-making in any advertising contract except to the extent required by the advertising content itself.

7. Ethics

- 7.1. Observer will not contract with parties for the purposes of advertising where doing so would bring Observer into disrepute.
- 7.2. Observer will manage conflicts of interest as they arise from advertising and they will be disclosed where appropriate, including in articles.
- 7.3. Observer reserves the right to update these ethics provisions and terminate contracts where parties are in breach or come to be in a state of breach.

8. Where Conflicts Arise between Advertising and Editorial Content

- 8.1. Where conflicts of interest arise between Advertisers and the writing of editorial content, Observer reserves the right to terminate or alter advertising contracts.

9. Register of Past and Present Advertisers

- 9.1. Observer shall keep a register of past and present advertisers.
 - 9.1.1. The register shall be made available on the ANU Observer Website.
 - 9.1.2. The responsibility for this task lies with the secretary.