PURPOSE
The Australian College of Mental Health Nurses’ Advertising Policy provides a framework through which interested parties can advertise their products through College channels.

Such College channels include (though are not limited to): news magazine, e-news, the website, events, ad hoc publications and direct emails to members.

PROCEDURE
Any advertising through the ACMHN’s channels:

- Must not be contrary to the mission of the College as a peak professional body
- Must not devalue the College brand
- Must not include information which is defamatory, racist, offensive, sexist, obscene or which would bring the College into disrepute
- Must not compromise the ability of the communication medium to carry out its purpose
- Must not deceive or mislead in any way
- Must not invade the rights or privacy of any person
- Must not breach any law
- Must contain up to date information
- Must be in keeping with College branding principles.

Additionally,

- Advertisers do no exert any influence on the editorial content, selection of content or presentation of material through the College’s channels.
- Advertisers must be able to substantiate any claims they make and are not allowed to disguise their content so that it appears to be College content. All advertising materials that could be confused as College content will be clearly labeled.
ADVERTISING

- Advertisers must not infringe any intellectual property rights of any other party, including copyright, trademark, obligation of confidentiality or other personal or proprietary information.
- Advertisers indemnify the College from any claims for damage, harassment, loss (including legal costs on a solicitor and own client basis) in relation to any content published through College channels on behalf of the advertiser.
- Advertisers confirm that if an advert contains any content that contains the name, photograph or pictorial representation of any living person or anything by which a living person could be identified, the advertiser has obtained the prior consent of that person to use the content.
- The College reserves the right to reject, accept or remove advertising at its sole discretion.
- The College also reserves the right to waive advertising costs, engage in contra advertising deals and source reciprocal agreements if it is deemed advantageous to the College.

ADVERTISING VS INFORMATION
In certain circumstances, some advertising material could be viewed as important or relevant information for College members. For the purposes of advertising with the College, advertising is defined as any materials which could bring financial gain to a person or organisation.

If there is material which is deemed by the College to be information for members, the College will advise members through one of its communication channels – at the discretion of the CEO.

PRICING
The pricing structure for all advertising is set by the Chief Executive Officer of the College and will be reviewed annually. Prices are primarily based on several factors:

- Availability of the communication medium
- Level of market demand of the communication medium
- Reach and frequency of exposure to the target audience
- Level of targeting of specific audiences.

EXCLUSIONS
This policy does not cover the College's numerous e-lists. The e-lists are aimed at promoting debate, discussion and collegiality amongst the College's members. As such, there is to be no advertising on the e-lists.
RESPONSIBILITY
The Communications Officer is responsible for managing the bookings and placement of advertising for the College.