












## Advertising

PESA may in its discretion offer the following types of advertising from time to time:

-  presence on the PESA website
-  advertising within the PESA termly newsletter
-  advertising via PESA social media (Twitter, Instagram, Facebook, Facebook group pages and LinkedIn)
-  EDM marketing via email to members (by state or nationally)
-  Positions vacant listing on PESA member dashboard
-  Inclusion in the PESA calendar of events

In assessing whether to accept advertising, regard will be had to:

-  Advertisers' qualifications
-  Whether advertising aligns with an evidence-based approach to Positive Psychology or Positive Education;
-  Accuracy of the advertising, and whether any representations are untrue, incorrect or otherwise unacceptable;
-  Advertisers' reputation;
-  Perceived benefit to PESA members

As an overall principle, the advertiser's values must be consistent with those of PESA, and its core business must centre on Positive Psychology, Positive Education, education, or an evidence-based approach to wellbeing.








All advertisements will be subject to PESA review and approval.

PESA may seek information and assurances from a potential advertiser that it meets certain minimum standards. PESA may require the advertiser to provide references.

PESA may decide whether or not to accept advertising in its sole discretion.

All advertisements and marketing material must be approved by the Chief Executive Officer in consultation with the Board Chair before acceptance and release.

PESA may decline any proposed advertising, or require changes to the content of the advertising, if it:

-  does not relate to education, positive education or positive psychology;
-  provides false, confusing or misleading information;
-  may reasonably be expected to cause offence or other harm, or is considered inappropriate;
-  advertises an organisation, service or product which does not fall within the guidelines above;
-  infers a relationship with PESA or any other organisation that does not exist;
-  does not clearly identify the advertiser;
-  might infringe any laws, or any person's intellectual property rights;

- ✦ includes a link to any website other than the advertiser's website;
- ✦ otherwise may cause harm to PESA's reputation or the field of Positive Education or Positive Psychology or any related field; or
- ✦ is otherwise undesirable or inappropriate, as determined in PESA's sole discretion.

## Advertising Rates

The following rates will apply, which may be amended from time to time by the PESA Board:

Form of advertisement	Duration	Cost (ex GST)
Presence on the PESA homepage	1 week 1 month  2000px x 400px at base of homepage  A maximum of 2 advertisements will appear on the homepage at any time.	\$1000 \$3000
PESA homepage – slider  1 slide on the homepage slider	1 week 1 month  1500px x 500px  A maximum of 3 advertisements will appear on the slider at any time.	\$1500 \$4000
Advertising within the PESA termly newsletter	Size ¼ A4 page (ie. A6 size) Size ½ A4 page (ie. A5 size) Full page – A4 Size	\$1000/newsletter \$1800/newsletter \$3000/newsletter
Advertising via PESA social media	Per advertisement. Rate includes Twitter, Facebook, Instagram and LinkedIn advertisements.	\$500
EDM marketing via PESA email directly to PESA members	Per state/territory To national database	\$500 \$3000
Positions Vacant listed on PESA website member dashboard	4 weeks	\$200  50% discount for current institutional members
Listing in PESA Website Calendar of Events	Per single event listing – listing will commence up to 3 months prior to event date.	\$300

Advertising rates listed above will be reduced by 25% for schools or other not-for-profit advertisers.

If an advertiser wishes to advertise across a combination of the above categories, a rate will be negotiated with the CEO and approved by the PESA Chair.

If the advertisement is for an event or a training course, PESA may require the advertiser to offer a discount for PESA members.

Advertisers will be solely responsible for ensuring that their advertisements comply with all applicable laws, industry codes, rules, and regulations and will indemnify PESA for any loss or damage incurred by PESA or any third party for non-compliance.

All advertisements must be received in the required format, together with any additional information requested by PESA and payment received in full, at least 7 days prior to the proposed publishing date.

### **Significance of Advertising**

Advertisements will be clearly identified as such.

Acceptance of any form of advertising is not tantamount to accreditation or endorsement by PESA. It is intended to signify that PESA has made a general evaluation of the merits of an advertisement and is satisfied that it complies with the guidelines outlined above.

Advertisement is not intended to constitute a guarantee of the merits, value or legitimacy of an organisation, product or service. Members are advised to make their own enquiries, and PESA cannot be held responsible for any loss or damage suffered by any person relying on any advertisement.

The PESA website will include a disclaimer to this effect.

Neither PESA, nor any PESA Director or staff member, will accept payment or any other financial or non-financial benefit as an inducement or reward for accepting an advertisement, apart from the cost of the advertisement itself.