



HISTORY WEST

THE ROYAL WESTERN AUSTRALIAN HISTORICAL SOCIETY INC

ADVERTISING POLICY

The Royal WA Historical Society 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 the Society, or that may assist in advancing RWAHS objectives.

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

Alignment on interests – RWAHS will not accept requests for paid advertising from any organization, company or individual whose nature or operations the Council considers represents known or potential conflicts of interest or other risk of misalignment with the aims and interests of RWAHS and Western Australian history generally. RWAHS will not amend its policies or constitution in order to gain advertising income.

RWAHS reserves the right to terminate any agreement if the advertising organization carries out or endorses positions inconsistent with RWAHS policies or values.

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

Advertisement agreement – RWAHS 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 History West newsletter.) The advertiser will be invoiced by RWAHS upon each agreed new publication by RWAHS of the advertisement/s. The agreement may be terminated by either party by giving notice a minimum of five business days before a publication goes to the printer.

Advertising fees and content

RWAHS Publication	Fee	Typical content and location
History West	\$100 per issue	Logo or other graphic plus max of 25 words of text, near footer of Newsletter and labelled 'Advertisement.'
Website	\$100 per month	Logo or other graphic plus max of 25 words below Home page content and labelled 'Advertisement.'
Early Days Journal	\$500	Logo or other graphic plus max of 25 words below Home page content and labelled 'Advertisement.'

(*) RW AHS Council may reset fees at times determined by the Council.

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

Register of sponsors: RW AHS will maintain a register of advertisers.

Confidentiality – RW AHS will not disclose personal information related to members to any third party body including advertisers. Agreements with advertiser will be confidential to RW AHS Council and the other party.

Advertiser benefits

Advertising in the Society's newsletter or on their website will expand the advertiser's marketing across RW AHS membership and potentially a wider audience

By advertising with RW AHS, the advertiser will be associated with i) WA's peak body for a State-wide network of approximately 80 Affiliated Societies ii) a popular, all-embracing Society which encourages the community to enjoy, preserve, protect, research and describe the wonderful history of WA.

Stirling House, 49 Broadway, Nedlands, Western Australia, 6009

Tel: (08) 9386 3841 Email: admin@histwest.org.au Website: www.histwest.org.au

ABN 43 607 110 473



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ADVERTISING REQUEST (& ACCEPTANCE FORM)

Advertisement process

Background - Please ensure you have read RWAHS' Advertising Policy (copy attached) before completing the form below. If your business / organization seeks more information before submitting the form, please email the Community Officer – Email admin@histwest.org.au

Advertising Request – After completing the form below, please scan the completed form below together with **your Company's intended advertisement** (image file at at 300 dpi resolution, plus text as word doc files) to the following:

Attention: Lesley Burnett Community Officer admin@histwest.org.au

cc Lenore Layman Editor History West layman@westnet.com.au

Upon receipt, your advertising request will be considered by History West Editor.

Advertising Acceptance & Publication – Once the Editor accepts the advertising request by also signing the form, your organisation's name will then be entered into RWAHS advertiser register. RWAHS will return a copy of the fully signed form to you, confirming the agreement. RWAHS 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 RWAHS 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. _____

Contact 1

Title _____ First Name _____ Surname _____ Email _____ Mobile _____

Contact 2

Title _____ First Name _____ Surname _____ Email _____ Mobile _____

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Website	\$100 per month	Logo or other graphic plus max of 25 words below Home page content and labelled 'Advertisement.'
Early Days Journal	\$500	Logo or other graphic plus max of 25 words below Home page content and labelled 'Advertisement.'

Total Estimated Fee (Advertiser's estimate only) \$.....

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