



Advertising Policy

1. Introduction

This policy contains details of Musculoskeletal Health Australia (the Company's) Advertising Policy. It addresses the basis on which the Company accepts advertising, the process of assessment and the principles on which advertising is or is not accepted.

2. Purpose

The purpose of this policy is to establish guidelines and procedures for Musculoskeletal Health Australia to accept advertising from external entities to ensure alignment with organisational values, ethical standards, and legal requirements.

3. Scope

This policy applies to all forms of advertising accepted by Musculoskeletal Health Australia, including but not limited to print, digital media, social media, broadcast, and outdoor advertising.

This policy applies to:

Print	Digital Media	Social Media	Broadcast	Outdoor Advertising
✓	✓	✓	✓	✓

4. Advertising Criteria

Advertising accepted by Musculoskeletal Health Australia must align with its mission, values, and strategic objectives.

The content of advertisements must be legal, ethical, and in compliance with applicable local, national, and international laws and regulations.

5. Types of Advertising Accepted

Musculoskeletal Health Australia may accept advertising for products, services, events, or initiatives that do not conflict with its mission or values.

The acceptance of advertisements of a medical nature may be subject to additional review and approval processes to ensure accuracy, a basis in research and alignment with Musculoskeletal Health Australia principles and practices.

6. Disclosure and Transparency

Advertising that includes endorsements, testimonials or partnerships must disclose any financial or non-financial relationships between Musculoskeletal Health Australia and the advertiser.

Advertisements should clearly distinguish between editorial content and paid advertising to maintain transparency with our audience.

7. Rejection Criteria

Musculoskeletal Health Australia reserves the right to reject advertising that:

- Is deceptive, misleading, or likely to mislead the public.
- Contains false or unsubstantiated claims.
- Promotes illegal activities or products.
- Contains offensive, discriminatory, or inappropriate content.
- Conflicts with the organisation's values, mission or brand.

8. Approval Process

All advertising proposals must be submitted to the Head of Engagement or CEO for review and approval.

The approval process will assess the compatibility of the proposed advertisement with this policy and ensure alignment with organisational standards.

9. Rates and Fees

Advertising rates and fees will be established according to the current Musculoskeletal Health Australia ratecard.

Discounts or special rates may be offered to nonprofit organisations, partners or repeat advertisers at the discretion of Musculoskeletal Health Australia.

10. Contractual Agreements

All advertising agreements must be documented on email outlining terms, including but not limited to dates for ad placement, duration, payment terms and any additional conditions agreed by Musculoskeletal Health Australia and the advertiser.

11. Review and Revision

This policy will be reviewed periodically every two years to ensure its relevance and effectiveness.

Amendments or updates to this policy will be communicated to relevant stakeholders and made accessible through internal communication channels, e.g., Teams and the Musculoskeletal Health Australia Sharepoint site.

12. Compliance and Enforcement

Compliance with this policy is mandatory for all employees and stakeholders involved in the advertising acceptance process.

Non-compliance may result in the rejection of advertisements, termination of advertising agreements, or other appropriate disciplinary actions.

13. Contact Information

For inquiries regarding advertising acceptance or questions about this policy, individuals can contact the Musculoskeletal Health Australia Head of Engagement via communications@muscha.org

Approved

CEO	
Date approved	20 January 2024

Version control information

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20 January 2024	1.0	CEO		20/01/2024	20/01/2026