

DA General Policy & Procedure Manual

Advertising

Advertising and Direct Mailings Policy

Non-DA material may be distributed to members as:

- An ad in the weekly email
- A direct mail.

Distribution of material by DA cannot be interpreted as DA support or endorsement of the material.

DEFINITIONS

A **Banner ad** is specific artwork that describes a product or offer that is linked to written material supplied on a website or in a PDF format. The webpage or PDF is accessed by clicking on the banner ad which appears in the weekly email. The offer can be a:

- Single product or service
- Resource sponsored by an organisation other than DA.

Read, time spent and click through statistics of banner advertising submitted by partners or other advertisers is available on request and is recorded against DA Member Partner or Corporate Partner status reports.

Direct Mailing means a mailing undertaken for a member, organisation or company. A mail-out may include a:

- Single product or service
- Resource sponsored by an organisation other than DA
- Series of combined products or services advertised as a collective unit (or product), e.g. a product on one or more sheets of paper would be one mailing, and two products advertised on separate sheets would be two mailings.

RESPONSIBILITIES

The Communications Administrator (CA) manages all advertising to be inserted into the weekly email.

The CA manages all direct mail outs requested by DA Member Partners and Corporate Partners and determines if a partner benefit will be utilised and records these appropriately.

MAILING LIST

The DA mailing list is confidential. Lists are not provided to members or non-members. Members will be able to select if they are willing to receive direct mail from commercial organisations via DA.

It is the responsibility of DA staff to ensure that the confidentiality of the mailing list is maintained. The DA mailing list data file is to be destroyed by the mail house after completion of the mail out.

APPROVAL FOR DISSEMINATION PROCESS

1. A copy of all material to be included as either a banner ad in the weekly email or a direct mailing to DA members must be sent to DA for approval before distribution (allow five working days for the approval process).
2. Banner advertisements for the weekly email from Member Partners and Corporate Partners are approved by DA's Marketing Manager (MM).
3. Direct mail material must be accompanied by a signed Advertiser Declaration form confirming that the advertising material conforms to the requirements in the [Policy for Acceptance and Dissemination of Advertising](#).
4. Once final copy, booking form and signed Advertiser Declaration has been received, CA is to forward to DA's CEO for final approval for dissemination.
5. Once approval has been advised from DA CEO, CA is to advise approval via email, copying in Canberra Mailing & Envelopes (david.thorpe@canmail.com.au), as well as advising if the direct mail is a Partner benefit.
6. Update 'Direct Mail' spreadsheet. CA to also update partner 'Status Report'.
7. CA will update 'Direct Mail' spreadsheet.
8. Save approved direct mail content in NTServer/DA/Advertising/Direct Mailings – Inserts and in appropriate folder.
9. Direct mail will now be handled by David Thorpe communicating with partner contact.

Note: No responsibility will be taken for bulk material received at the National Office prior to approval being given. Material received before written approval is given, and which is subsequently rejected, will be returned at the advertiser's expense.

DA reserves the right to reject advertising or direct mailings that are inconsistent with its mission and policies and in reference to the [Guiding Principles for DA Partners and Sponsors](#).

PAYMENT

It is DA policy that payment be received prior to distribution (a tax invoice will be distributed when the material has been approved). Any outstanding balance for direct mailings will be invoiced separately when Australia Post and mailing house documentation has been received.