

Policy on Club Advertising in AR magazine

For some time, it has been clear to the Publications Committee that there was a need to develop an official policy to clearly state to affiliated Clubs what they can expect with respect to the placement of advertising material in *Amateur Radio* (AR) magazine.

Following several drafts and much discussion, the policy has been finalised and has been confirmed by the WIA Board of Directors.

The new policy came into effect on 1 December 2008, which means that the policy will be applicable to all issues of AR magazine from the January/February 2009 issue.

Much of the material in the early part of the policy describes the normal advertising options that are available in AR, including the standard advertising rates. The advertising rates are subject to review each year.

There are sections of the policy which outline the concessions available to affiliated clubs.

Basically, each affiliated club is eligible to place an advertisement of up to one half page, in black and white, once per year, subject to space being available and the material being booked early enough for production planning purposes. Eligibility will be determined by the Editor.

Clubs can book colour pages, but will be charged the appropriate fee. Clubs can also book a larger space, again subject to the appropriate fee.

All inserts (or fliers) have always been placed at the cost of the club – this policy has not changed.

The full policy document is available from the AR magazine section of the WIA website:

<http://www.wia.org.au/members/armag/about/>

Any enquiries regarding the policy should be directed to the Editor:

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