



Walk your way

Walking SA is an independent not-for-profit body. We receive revenue from our membership base and some funding from government grants. As such we accept that we need to include advertising as a revenue stream in order to provide our services, and that such advertising can enhance our service offering to our stakeholders and target market.

## Scope

We may accommodate for the inclusion of advertising and sponsorship within our regular communications, which includes:

- our website,
- emails to our subscriber base,
- printed newsletters, and
- any other online channel or printed communication medium.

A piece of communication will not be undertaken where the majority of that communication is an advertisement.

## Where advertising appears

Advertising will be clearly recognisable to the reader.

Online advertising will usually take the form of banner or similar sized ads, but may also take the form of text ads. Online advertising may need to be marked with an identifying word such as

*Advertisement* so the reader is clear it is not editorial content.

Sponsorship, whether online or in print, will be clearly indicated or declared within a story.

As advertising in print is more readily identifiable by the reader it will not usually appear with any identifying word such as *Advertisement*.

## Editorial separation

We believe that a clear separation between our editorial content and advertising and sponsorship is essential to us providing accurate and unbiased information. As such we do not endorse any view, product or service of an advertiser or sponsor, whether it be displayed in an advert or to any content linked to from that advert.

The views of sponsors or advertisers, both potential and current, may not dictate the form or substance of our editorial content.

## Approved adverts

We do not accept ads that support or project views that undermine our efforts as an organisation.

We will not consider adverts for placement that promote or contain any of the following:

- unhealthy lifestyle or poor health choices
- adult material
- discriminatory or offensive material
- otherwise contradict the organisation's ethos

We reserve the right to refuse or remove such ads due to their displayed content or message, even if we have already accepted a booking for the advert or the advert has been previously displayed.

Potential advertisers, sponsors and advertising content will be reviewed and approved by at least two members of the Walking SA Marketing Committee, or at least two members from the Walking SA Board.



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