



Russell Family Fetal Alcohol Disorders Association
RFFADA Advertising Policy

The rffada accepts electronic advertising on its Website and App.

Online advertising that is acceptable includes web-based formats such as banner advertisements, skyscraper advertisements and sponsored messages or advertisements at the top of email alerts.

Online advertising can be targeted to a specific country, and advertising can be placed on every page is necessary.

Design and text of the advertisements are the responsibility of the advertisers.

All advertisements must comply with the relevant Australian and Worldwide guidelines and legislation. Geographically targeted advertisements must comply with the laws of the country in which they are to be seen, and this is the responsibility of the advertisers.

Advertisements, including banner and skyscraper advertisements and sponsored messages at the top of email alerts that are distributed worldwide and are not geographically targeted must comply with the laws of Australia, which is the country in which the rffada was established.

Rffada logo may only appear on a sponsor's website with written permission.

Specific guidelines for rffada

1. Advertisements for any alcohol or alcohol related products will not be approved to be on the rffada Website, App or any other rffada application, marketing material or fact sheet
2. Advertisements for tobacco products or any product, service suggestion, marketing material or program which is not consistent with rffada ethos will not be approved
3. Any advertising on rffada products must be approved by the Management Committee of the rffada of Treasurer, Secretary and President

Acknowledgement of sponsorship will be in the form of a text statement and logo on the 'partners' tab of the rffada website.

Authorisation

Anne Russell
Secretary rffada
21st April 2013

