

Advertising Policy

Background

CENA is the respected leader for emergency nursing. CENA sets standards for emergency nursing practice, promotes emergency nursing education and research and provides a forum for collegial support and networking for its members.

Commercial organisations often seek involvement with CENA through requests for advertising of products or services through a range of channels and media. CENA seeks to encourage links with organisations where there is alignment with CENA's vision and objectives.

Purpose and Scope

This policy outlines the basis upon which advertising is considered by CENA. This policy ensures that advertising processes are managed effectively whilst providing benefit to CENA and its supporting partners. It does not cover endorsement of products or services.

Principles

1. Advertising is deemed as any promotion of products or services that could bring financial gain to CENA and the organisation requesting the advertising.
2. CENA supports advertising for any organisation or company where the vision, values, objectives or business of this organisation or company aligns with the vision, values and objectives of the College.
3. All advertising relationships created must not impact on the College brand, independence or perceived independence.
4. Advertisers must be able to substantiate any claims they make and any content should be easily distinguished as non-CENA material.
5. Advertising is subject to review and the College reserves the right to refuse any advertising.
6. Acceptance of advertising is not an endorsement of any product or service by CENA.
7. Advertisers agree to indemnify CENA from any claims for damage, harassment, loss (including legal costs on a solicitor and own client basis) in relation to any content published by CENA on behalf of the advertiser.
8. Advertisers confirm that if promotional material contains the name, photograph or pictorial representation of any living person or anything by which a living person could be identified, the advertiser has obtained the prior consent.
9. CENA reserves the right to waive advertising costs, engage in contra advertising deals and source reciprocal agreements if it is deemed advantageous to CENA.

Conformity with CENA vision and objectives

Advertising should support the achievement of CENA's vision and objectives (available at www.cena.org.au).

The vision, values and objectives of the requesting organisation must be available to determine how well they align with those of the College. Evaluation of advertising

requests may include assessment of the core business of the requesting organisation and its alignment with the CENA and emergency nursing.

The extent to which the requesting organisation/company's vision and objectives are aligned with the College's is divided into three groups:

- a. The vision/values/objectives/business of the organisation requesting advertising are aligned with those of the College
- b. The vision/objectives/business of the organisation/company are neutral (e.g. not contrary to those of CENA)
- c. The vision/objectives/business of the organisation/company are contrary to those of CENA.

Pricing

The pricing plan for advertising is set by the CENA Board of Directors and reviewed biennially. Pricing is based on the requested communication medium.

Modes of Advertising

Website placement

Advertisements can be placed on the CENA website in a number of categories (e.g. employment opportunities, Courses/Events, Awards).

Email to membership

Email to membership. The word "advertisement" will appear before the content of the advertisement.

Journal advertising

The Board Executive may refer requests to the Editor-in-Chief. Journal rates will be applied – refer to the Australasian Emergency Nursing Journal (AENJ) rate card available at www.aenj.com.au.

Confidentiality

CENA will not release member information to advertisers.

Acceptance of Advertising

The following process shall be adopted to ensure compliance with this policy:

1. Requests should be submitted via email in the application template to national@cena.org.au.
2. Each submission for advertising will be evaluated by the Board Executive who has the authority to approve/decline all advertising materials.
3. It is the responsibility of the Board Executive to ensure that approval of any advertising requests meet the principles listed above.
4. Once the Board Executive makes a decision, the advertiser will be advised of the outcome by CENA secretariat within five (5) business days.
5. Advertising invoices will be raised upon confirmation of booking.
6. If the organisation is requesting affiliation please refer to the Affiliation Policy.
7. If the organisation is requesting endorsement please refer to National Education Committee.

CENA Advertising Rate Card

Organisation and request evaluation will determine which pricing plan is used.

Item	Standard rate *
Email to membership	Dedicated email sent to members (once) - \$250
Website placement of information	Placement for up to 1 month - \$100 Placement for up to 3 months - \$200 Placement for up to 12 months - \$400 Banner on website (home page) - \$400 for up to 1 month
Journal advertising	Refer to online and AENJ advertising rate cards www.aenj.com.au

* Note: CENA reserves the right to reduce or waive advertising costs, engage reciprocal agreements if it is deemed advantageous to CENA.