

ADVERTISING GUIDELINES**Advertising on the Supplier Web Site**

This document outlines basic criteria advertisers must meet when advertising on the Supplier Web Site. The points below are in addition to the Fairfax Standard Advertising Terms and Conditions for advertisers, and all advertising is subject to approval by Supplier prior to appearing on the site.

Non-Acceptable advertising and promotional partners on the Supplier Web Site

Non-acceptable advertisers and advertisements would include:

- Pornography
- Drugs
- Firearms
- Tobacco
- Gambling
- Television and radio broadcasters, other than the Supplier
- Online news and media service providers other than the Supplier

General guidelines for advertisers

1. Advertising creative must not, in the opinion of Supplier, be detrimental to Suppliers' brand.
2. Advertisements must not be defamatory or misleading or infringe intellectual property rights.
3. Advertisements must comply with the ABC Governing Rules. In this Agreement, **ABC Governing Rules** is a reference to all laws, regulations and directions of the Australian Broadcasting Corporation Board regulating or otherwise affecting the conduct of Supplier, including the *Australian Broadcasting Corporation Act 1983* and Supplier's Editorial Policies accessible at <http://abc.net.au/corp.edpols.htm>, or as notified by Supplier from time to time.
4. Advertisements must comply with each applicable advertising standard, code of conduct, code of ethics, code of practice or guideline developed, administered or managed from time to time by regulatory organisations or industry groups.

Online sponsorship partners

Online sponsorships are to be for products/services that help meet the primary objective of the site and are outside Supplier's core areas of expertise.