

# ROLLING INSPIRATION

The leading lifestyle publication for people with mobility impairments

## ADVERTISING POLICY

The following applies to all organisations, businesses and individuals who advertise in the *Rolling Inspiration* magazine and/or newsletter, on the website and/or social media. Policies are non-negotiable. Failure to abide by these rules can result in the advertiser forfeiting their deposit, advertising rights or complimentary copies of the printed *Rolling Inspiration* magazine.

The publisher reserves the right to determine when an advertiser has failed to adhere to the policies set out in this document, and may cancel any booking with written notice, which may take the form of an e-mail. Advertisers will have an opportunity to respond to the notice and reinstate their booking without additional costs.

### DEFINITIONS

**Advertiser:** Any individual, company, non-profit organisation or institution that pays the QuadPara Association of South Africa (QASA) through the correct process to place an advertisement or advertorial in the *Rolling Inspiration* magazine and/or newsletter, on the website and/or social media.

**Publisher:** The team from QASA and *Rolling Inspiration* who are responsible for publishing the *Rolling Inspiration* magazine, newsletter, website and social media.

**Advertorial:** Any paid-for content written or approved by the advertisers for the *Rolling Inspiration* magazine, newsletter, website and social media.

**Rolling Inspiration:** The printed and digital magazine, website, newsletter and social media platforms.

**House-style guide:** A set of rules set out by the publisher regarding the style and tone of writing used in the publication. Its purpose is to provide consistency in the publication and prevent offensive language.

**Mobility impairment:** Any injury, disability or disease that requires an individual to partially or permanent rely on a mobility aid such as a wheelchair, crutches, prosthesis or similar device.

## POLICIES

1. In order to run an advertisement or advertorial in *Rolling Inspiration*, advertisers need to:
  - a. Complete and sign a booking order form.
  - b. Provide a proof of payment to indicate the appropriate deposit or full amount has been paid as per the latest *Rolling Inspiration* rate card.
  - c. Provide the required content as defined in this policy document for the specific advertisement or advertorial booked.
  - d. Make themselves available for an interview and photograph if requested by the *Rolling Inspiration* editorial team on a date and at a time that is suitable for both parties.
  - e. Meet the deadlines for booking space and submitting material as provided by the *Rolling Inspiration* editorial or sales team.
2. All advertisements or advertorials require either a deposit or the full fee to be paid upfront in order to reserve place in *Rolling Inspiration*.
3. A 10% deposit of the advertising fee, as outlined in the latest *Rolling Inspiration* rate card, is required to secure a booking when the advertisement or advertorial is:
  - a. a cover with a double-page spread;
  - b. a cover with a single-page;
  - c. a double-page spread.
4. A 25% deposit of the advertising fee, as outlined in the latest *Rolling Inspiration* rate card, is required to secure a booking when the advertisement or advertorial is:
  - a. a prime position;
  - b. a full page;
5. A 50% deposit of the advertising fee, as outlined in the latest *Rolling Inspiration* rate card, is required to secure a booking when the advertisement or advertorial is a half page.
6. The full advertising fee, as outlined in the latest *Rolling Inspiration* rate card, is due when booking an advertisement or advertorial in the magazine that is:
  - a. a quarter-page;
  - b. a classifieds listing.
7. The full advertising fee, as outline in the latest *Rolling Inspiration* rate card, is due when booking an advertisement or advertorial in the newsletter, on the website or social media unless alternative arrangements have been made with the publisher.

8. Additional fees will be charged by the publisher for any extra services requested, including performance reports. These will be included in the final invoice to the advertiser.
9. All advertising fees need to be settled within 30 working days from the date of signature on the *Rolling Inspiration* booking form unless otherwise specified by the publisher.
10. Failure to settle the account within 30 working days will incur penalty fees.
11. If after 60 working days the account is not settled, the advertiser will revoke all rights to advertise with *Rolling Inspiration* until all due amounts are settled.
12. Advertisers need to provide the following content in order to run an advertisement in the magazine or arrange with the publisher to create this content before the deadline as stipulated by the *Rolling Inspiration* editorial or sales team:
  - a. An advertisement that
    - i. is the correct size as stipulated by the publisher.
    - ii. features appropriate content for the *Rolling Inspiration* readership.
    - iii. is complete and correct.
13. Advertisers need to provide the following content in order to run an advertorial in *Rolling Inspiration* or arrange with the publisher for the content to be created before the deadlines provided by the *Rolling Inspiration* editorial or sales team:
  - a. An article or press release that
    - i. is appropriate for the *Rolling Inspiration* readership.
    - ii. is the correct length as stipulated by the publisher.
    - iii. is complete and correct
  - b. Two or more photographs that
    - i. are appropriate for the *Rolling Inspiration* readership.
    - ii. is appropriate with the article or press release.
14. The publisher reserves the right to edit advertorial text to suite the house-style guide.
15. The publisher reserves the right to refuse any advertisements or advertorial content that it deems inappropriate or offensive to its readership.
16. All covers that do not feature a person with a mobility impairment will be deemed inappropriate.

17. If an advertiser books a cover, but the content is deemed inappropriate by QASA, the publisher reserves the right to refuse the cover in which case:
- a. The advertiser will be notified by the publisher in writing (which may take the form of an e-mail).
  - b. The booking will become a double or single-page article in the magazine.
  - c. The booking fee will be adjusted.
  - d. A penalty fee may be incurred.
18. Advertisers reserve the right to the following when booking an advertorial:
- a. one set of changes on the article in Word document format that
    - i. requires the advertiser to use track changes.
    - ii. excludes any changes that conflict with the *Rolling Inspiration* house-style guide.
  - b. one set of changes on the designed page.
19. If an advertiser requests changes to an advertisement or additional changes above those allocated for an advertorial, the publisher reserves the right to charge an additional fee. In this case, the advertisers will receive:
- a. a letter from the editor of *Rolling Inspiration* that
    - i. notifies the advertiser of the additional costs associated with these requested changes before any work takes place.
    - ii. requires the advertiser's signature before work can commence.
  - b. a revised invoice once the work is complete that needs to be paid in full along with any outstanding advertising cost within 30 days of receiving the invoice.
20. Advertisers reserve the right to cancel a booking in the *Rolling Inspiration* magazine if:
- a. The publisher is informed of the cancellation within 14 working days from the print date as determined by the *Rolling Inspiration* editorial team.
  - b. The booking is not for the *Rolling Inspiration* magazine cover.
21. Advertisers reserve the right to cancel a booking for the *Rolling Inspiration* newsletter if:
- a. The booking is for an advertisement and the publisher is informed within one working day from the deadline as stipulated by the publisher.
  - b. The booking is for an advertorial and the publisher is informed within three working days from the deadline as stipulated by the publisher.
22. Advertisers are not allowed to cancel a booking after the deadlines as stipulated by the publisher. Failure to adhere to the deadline will result in the advertiser forfeiting any fees or deposit paid to QASA or *Rolling Inspiration*.

23. Advertisers will forfeit any fees or deposits if a booking is cancelled after work on the advertisement or editorial has started, and/or the advertisement or advertorial has been published in the magazine or online.

24. If an advertorial is cancelled, all material created by the *Rolling Inspiration* team, including articles, photographs, interview transcripts and design work, will become the property of *Rolling Inspiration*.

25. Advertisers may request changes to be made to any article that features commentary or information about the organisation, but the publisher reserves the right to refuse changes if:

- a. The changes conflict with the *Rolling Inspiration* house-style guide.
- b. The article is not paid-for by the advertiser or individual requesting the change.
- c. The change requests for an omission of important information as determined by the publisher.

26. Any requested changes that relate to factual correctness will be made.

27. Advertisers are entitled to complimentary copies of the printed *Rolling Inspiration* magazine when booking an advertisement or advertorial in the magazine.

28. The number of copies are determined by the publisher and requires the following from the advertiser:

- a. A current postal or courier address.
- b. A good standing with the publisher, which includes:
  - i. Compliance to all advertising policies as set out by the publisher.
  - ii. An up-to-date account with the publisher.

29. Any additional copies requested by the advertiser will require payment, which can be included in the final invoice provided to the advertiser.

30. The advertiser is only entitled to complimentary copies of the issues of *Rolling Inspiration* magazine in which they have advertised.