



KSWA BYLAW

TITLE: KSWA ADVERTISING

NUMBER: KSWA 006

The objective of this bylaw is to ensure consistency in advertising rules and fees, across all Branches.

NEWSLETTER ADVERTISING

- Commercial newsletter advertising is charged per 3, 6 or 12 month period (in advance). The usual publication schedule is 11 issues per year, however the KSWA does not offer any guarantee on this number of issues. Annual fees are currently \$150 for a full page, \$75 for half page, \$60 for business card size (or pro-rata for 3 or 6 monthly). All advertisers must hold an active ABN.
- Non-commercial newsletter advertising is available to individual financial members on an infrequent basis, in circumstances such as shutting down their pond. These adverts must be approved on a case-by-case basis by the Executive Committee and are not subject to fees.

FUNCTION ADVERTISING

- All parties wishing to advertise at a KSWA meeting or function shall pay a fee and must hold an active ABN.
- All advertising materials displayed at a KSWA meeting or function shall be approved by the Executive Committee. The appropriate fee shall be at levied consistent with the venue & event exposure as determined by the Executive Committee.
- A fee exemption may be granted by the Executive Committee if the party is a sponsor and has been granted advertising exposure as part of their sponsorship arrangement.

| AUTHOR | SIGNED OFF BY | DATE |
|---------------|----------------------|--------------|
| ATB/FW/SW | ATB | 2-March-2011 |
| ATB/SM | SM | 4-Apr-2014 |