

Advertising and Editorial Policy

1. All advertisements are independent from editorial decisions. The SDPPA does not endorse any product or service marked as an advertisement or promoted by a sponsor in The Village Pump. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.
2. The SDPPA reserves the right to decline any type of advertising or editorial that is damaging or inappropriate. This includes Letters to the Editor which are published at the discretion of the Editor in consultation with the Editorial Committee. Any letter or email which does not relate to a local issue or is personal or offensive as outlined in item 4, will not be published. The decision is final.
3. The SDPPA will not accept advertising for products or services known to be harmful to the environment or which oppose the vision and mission of the SDPPA.
4. Advertisements may not be deceptive or misleading and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature.
5. All advertisements for political campaigns should comply with the publishing rules outlined at <https://www.acma.gov.au/election-and-political-ads>. Political advertisements cannot exceed a half page, cannot be booked more than once in any given month, and cannot be published in two consecutive editions. We do not accept multiple political advertisements from the same party in one edition.
6. Advertisements and editorial content must be clearly distinguishable ie an advertorial will be invoiced accordingly. The SDPPA will not publish advertorial content if it does not meet the criteria outlined in Item 3.
7. Editorial decisions will not be influenced by current or potential sponsors and advertisers and all content is included at the sole discretion of The Editor in consultation with The Editorial Committee.
8. All advertising and editorial content must be received prior to the booking deadline, as laid out in the current Advertising Schedule notification.
9. Advertising rates for community groups will be negotiated at the time of booking.
10. Advertising invoices will be issued through Xero accounting on the applicable publication date. All invoices are strictly 7 days. Accounts in arrears more than 30 days will not be eligible for further advertising, until the account is reconciled.