



The Australian Podiatry Association (APodA) Advertising Terms & Conditions

These Terms and Conditions govern the sale of advertising space on the APodA's website, magazine (STRIDE), EDMs, and webinars.

By purchasing advertising space, the advertising client agrees to comply with these terms.

Advertising placements

- All advertising placements are subject to availability at the time of booking.
- All advertising executions are subject to approval. APodA reserves the right to reject and/or remove advertisements that are deemed inappropriate or misleading, have a conflict of interest, do not align with APodA's values, policies and/or standards.
- APodA will make reasonable efforts to accommodate the advertiser's placement preferences but does not guarantee specific positions or prominence. Placement of advertisements is subject to availability and APodA's editorial discretion.

Advertising artwork

- The advertising client warrants that the advertisements to be placed pursuant to this order will contain no defamatory, obscene or otherwise unlawful matter; will not infringe any rights, including copyright or any third parties; will comply with the Standards of The Media Council of Australia, The Advertising Standards Council and all other relevant regulatory bodies; and will not in any way be false, offensive, misleading or deceptive or otherwise breach any provision of the Trades Practices Act.
- All pharmaceutical advertising must comply with Medicines Australia Code of Conduct. Guidelines are available at: <https://www.medicinesaustralia.com.au/wp-content/uploads/sites/65/2020/11/20200108-PUB-Edition-19-FINAL.pdf>.
- APodA reserves the right to request changes to content and/or execution for brand equity or user experience reasons. If you are unsure about a concept that you are working on, please submit your advertising artwork to marketing@podiatry.org.au for feedback.



Liability

- The Association is not responsible for any errors or omissions in the advertising content once it has been approved by the advertiser.
- The advertising client assumes all liability for any claims arising from the advertisement, including but not limited to intellectual property infringement, defamation, and false advertising.

Advertising deadlines, cancellations and refunds

- APodA will do what they can to place scheduled advertising not received by the stated STRIDE and add-on deadlines below.
- If advertising cannot be placed due to late delivery of advertising artwork, your advertising slot will be missed, and you will be charged in full.

2025 advertising artwork deadlines for STRIDE advertising placements

| Issues | Formats | Advertising artwork deadlines |
|-----------|---------|-------------------------------|
| March | Digital | Monday 10th February 2025 |
| May | Digital | Monday 14th April 2025 |
| July | Digital | Monday 9th June 2025 |
| September | Digital | Monday 11th August 2025 |
| October | Digital | Monday 8th September 2025 |
| December | Digital | Monday 10th November 2025 |

- Only file formats requested by APodA will be accepted.
- APodA cannot accept responsibility for:
 - Any errors in digital files supplied to APodA for outputting.
 - Any discrepancy in advertisement colour.

Payment Terms

- Payment must be made to APodA within 30 days of receiving the invoice.
- Requests to move advertising placements must be sent via email to your sales contact 2 weeks before the advertising artwork deadline otherwise you will be charged full fees. If you choose to move your advertising to another issue within 2 weeks of the advertising artwork deadline, you will be charged full fees. APodA will do its best to accommodate these changes but they are subject to availability.
- Cancellations of advertising placements can be accepted 2 weeks before the advertising artwork deadline.



- Cancellations must be sent via email to your sales contact. Refunds cannot be made for cancellations made within 2 weeks before the advertising artwork deadline otherwise you will be charged full fees.
- The costs of all advertising placements throughout this document are exclusive of GST.

Governing Law

- These Terms and Conditions are governed by the laws of the Commonwealth of Australia

Changes to Terms & Conditions

- APodA may need to change these Terms & Conditions from time to time. Please visit our website to see the latest version:
www.podiatry.org.au/partneringwithapoda/stride-advertising/stride

