



ADVERTISING POLICY AND PROCEDURES

Introduction

Kununurra Progress Association (KPA) is a not for profit association who manage the Kununurra Picture Gardens. The Picture Gardens is an iconic and independent outdoor cinema and has over 10,000 visitors grace its grounds over the Dry Season (April to November). Aside from the capital investments, the KPA recognises it is a valuable community resource, and seeks to increase the opportunity for on-screen advertising, provided that such advertising is not detrimental to the organisation or its members.

Purpose

The purpose of this policy is to balance the competing needs of the KPA and potential advertisers; to provide a guide for consistent service and to make the conditions of advertising clear, now and into the future.

Policy

KPA will

- Require all advertisers to adhere to the published and agreed Conditions of Advertising;
- Charge according to specified categories & the amounts listed in the Schedule of Charges;
- Have all charges approved annually at the AGM
- Not discriminate on any grounds;
- Retains the right to refuse an application for any reason at any time; and
- Review this policy to maintain currency every other year.

Responsibilities

It is the responsibility of the **Committee**

- to draw up Conditions of Advertising;
- to draw up a Schedule of Advertising Charges;
- to approve/decline all advertising requests, and provide reasons to the applicant for any declines;
- to ensure as far as possible that advertisers adhere to all applicable stipulations; and
- to nominate a Advertising Controller.

It is the responsibility of the **Advertising Controller**

- to manage any potential advertising requests
- to negotiate any advertising request, and special conditions on behalf of the Committee;
- to manage the upload of advertising material;
- advise Fat Controllers on a weekly basis of advertising requirements.

Authorisation

President

2015

Kununurra Progress Association

Common Seal

Procedures

Advertisement Suitability and Guidelines

All advertising is to be suitable for screening with a G rated movie to enable the KPA to maximise screening (ie the ad can be screened with both G and MA films). Advertisements must be non-offensive, non-sexist, non-racist and non-discriminatory.

All advertisements are to have a local focus. Non-local advertising is permitted, provided the benefit of the advertising is local – example advertising for the Kimberley Muster by Mellen Events, would be acceptable; a Perth Boarding School to encourage students to school away from Kununurra would not.

Background music must be copyright free or evidence of permission provided. Original music is encouraged, with the written permission of the musician.

All formats are acceptable, bearing in mind the size of the screen and the complexity of the logo (triangles are recommended and as this option is taken up, we expect recommended minimum and maximum sizes to be developed).

Applications

All applications for advertising must be in writing and must be forwarded to the Advertising Coordinator, a minimum of 8 weeks prior to the required time and presented to the next Committee meeting for Committee Approval, whose decision is final and no correspondence will be entered into.

An Advertising Agreement must be put in place, even if no charge is made.

The person who signs the application shall be considered to be the Advertiser unless the application is signed on behalf of an organisation, in which case that organisation shall be the Advertiser and shall be jointly and severally liable under these conditions with the person who signs the form.

Annual packages are per financial year and applications are to be received by 30 April for screening 1 July. This will provide sufficient time to develop advertisements and allow KPA time to program the advertisement schedule. A sliding scale is used at the Committee's discretion for applications outside of this period.

Scheduling

KPA advises that advertising can only occur when a movie screening is scheduled. Advertising during "fundraiser movie nights" will be at the discretion of the organisation fundraising.

On a double screening, advertising will only be shown once.

The KPA (in the interests of public viewing) limits the advertising period per scheduled evening to 10 minutes for a single screening and 6 minutes per movie for a double screening.

Minimum advertising period is three months, with annual packaging available per financial year.

Fees

All fees are due on receipt of KPA's confirmation of the Advertising Agreement and shall be non-refundable in the event of the hiring being cancelled by the Advertiser less than 24 hours prior to the agreed start of the advertising period.

“Schedule of Charges”

	Static Ads	Motion Ads
You provide	1 large logo or “business card” to fill the screen Landscape A4 PDF (Max Size) Highest Resolution possible	Up to 60 seconds of ‘movie’ – length is negotiable – advertising your business/event/etc; Any music is to be copyright free or evidence of permission will be required.
You receive	8-10 seconds of screen time, with backing music of KPA’s choosing.	1 showing per scheduled screening
Cost	\$500 annually \$225 3 months consecutive period	\$1,000 annually \$450 3 months consecutive period

Attachments

[Appendix A: Document Versions](#)

[Appendix B: Advertising Agreement](#)

[Appendix C: Sample Static Ad \(Picture Gardens Logo\)](#)

Authorisation

Document Versions

Policy Version	Drafted by / Position	Approved by Committee	Scheduled review
1.	Carolyn Gasmier, Secretary	2015	December 2017

Procedures Version	Drafted by / Position	Approved by Committee	Scheduled review
1.	Carolyn Gasmier, Secretary	2015	December 2016