



Our advertising terms and conditions

Suppliers: terms & conditions

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- [Options and costs](#)
- [Logos and text](#)
- [Terms and conditions of acceptance for advertising](#)

OPTIONS AND COSTS

There are several ways that you can advertise using how2fundraise.org. If you're not sure which would be the best for you, or would like to discuss a combination of options, please [contact us](#) and we'll be happy to discuss your needs.

Homepage buttons

The homepage is the hub of the site and has pre-defined spaces for click-through advertising panels (with alt-tags) and links.

Premium ad panel (162x162 pixels)

12 months @ 600 : : 6 months @ 300

Mid-size ad panel (Tall 162x78 pixels or Wide 78x162 pixels)

12 months @ 400 : : 6 months @ 200

Standard ad panel (78x78 pixels)

12 months @ 200 : : 6 months @ 100

how2guides

how2guides (3 pages) offer invaluable advice on specific fundraising activities specially written for volunteers. An advertiser can choose a relevant topic to sponsor and have a presence on each page of the guide with logo/image, link and alt-tag.

how2guide click-throughs (160x160) x 3 pages

6 months@ 800 : : 3 months@ 500

Directory of suppliers

The directory of suppliers is divided into 18 sections, which are linked by subject to the how2guides. A directory listing includes a 65 word description plus a company logo/image, link and alt-tag.

Directory ad panel (160x160 pixels)

12 months @ 300 : : 6 months @ 200

Events Calendar

The how2fundraise Events Calendar is the place for charities and volunteer fundraisers to promote their events, and will only ever feature exclusive advertising from one source.

Sponsorship of events calendar (78 x 300 pixel banner header, link, alt-tag)

12 months @ 1,000 : : 6 months @ 600

[Top](#)

LOGOS AND TEXT

If you wish to place an advertising button on any of the pages of how2fundraise.org you will need to provide the relevant (high quality) artwork to appear on that button in a suitable digital format (.jpg .png .gif .tiff)

If you wish to include a link to your website, you will also need to provide the target URL which you would like the button to redirect site visitors to. Your link will open in a new page or tab, as determined by the site visitor.

All images and the targets of all links must be owned by you and not copyright to any third party. If we suspect that this is not the case, we reserve the right to refuse to hyperlink to the given URL and to request another URL.

If you wish to appear in the how2fundraise.org Directory of Suppliers, you will also need to provide a (max) 65 word description of your product or service in a digital text format (.doc .txt .rtf)

[Top](#)

TERMS AND CONDITIONS OF ACCEPTANCE FOR ADVERTISING

The Institute of Fundraising is the 'publisher' of how2fundraise.org.

These conditions shall apply to all advertisements accepted for publication. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the publisher. In all clauses below advertising includes display advertisements, editorial listings and all buttons.

All advertisements are accepted subject to the publisher's approval of the copy

All advertisers must provide services that are directly relevant to the needs of volunteer fundraisers and this benefit should be explicit in the 65 word description provided by the supplier.

How2fundraise.org will not feature advertisements from companies whose activities could endanger the reputation of the Institute of Fundraising. We would view the following specifically to endanger our integrity and reputation and will not accept advertising from any business, organisation or individual:

- that is involved in fundraising or grant giving and does not make an explicit commitment to abide by the Codes of Fundraising Practice;
- that fails to uphold basic human rights within its sphere of influence;
- that has links to an oppressive regime that threatens basic human rights;
- that is involved in the manufacture or transfer of armaments to oppressive regimes;
- that is involved in the manufacture of torture equipment or other equipment that is used in the violation of human rights;
- that is involved in the use of child labour;
- that is found to have engaged in corruption unless the company/organisation/individual can demonstrate that this was a violation of their policies, that breach of these policies are being addressed in an appropriate manner, or that its policies have been amended to proscribe a similar violation in future.

The publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of the advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act of the advertiser, the space reserved for the advert shall be paid for in full.

If the publisher considers it necessary to modify the space or position or make any other alteration, the advertiser will have the right to cancel, unless such changes are beyond the publisher's control.

Listings in the Suppliers Directory will only be accepted on the electronic form supplied on how2fundraise.org, by the Institute of Fundraising. Listings will be reproduced as per instructions on the form. The publisher will not accept liability for any errors or omissions due to inaccurate copy or instructions.

Listings will be limited to 65 words, excluding contact details. Any listings that exceed 65 words will be returned to the originator for editing.

Advertisers will be invoiced on or around the date of publication. Payment will fall due 30 days after the date of invoice. If payment is not made by the due date, the publisher reserves the right to make a surcharge of 5% per month until payment is made.

Advertising agencies who place a display advertisement on behalf of a client shall be paid 10% of the cost of the advertisement. This clause does not apply to listings advertisements.

The advertiser will be liable for any costs involved in extra production work owing to acts or defaults by the advertiser. Such costs will be charged by the publisher as appropriate.

The advertiser will be liable for any costs involved in extra design work required by the advertiser. Such costs will be charged by the designer.

Any complaint regarding reproduction of advertisements must be received in writing within one month of the publication date.

Notice in writing will be required to cancel any advertisement. If notice is given two calendar months in advance of the agreed advertising start date a full refund will be made. If notice is given one calendar month in advance of the agreed advertising start date a 50% refund will be made. No refund will be made where notice is given less than one month before the advertising start date.

[Top](#)