

## ADVERTISING POLICY

Western Australia Now and Then is a highly respected reference site for Western Australian history and attractions and as such we value our reputation.

Non-AdSense Advertising on [www.wanowandthen.com](http://www.wanowandthen.com) is restricted to adverts that are related in some way to Western Australia and are placed by reputable companies. There are a number of categories of advert that we do not accept and these include (but are not limited to) the following:

1. Adult content.
2. Gambling.
3. Health and Beauty.
4. Property and Real Estate.
5. Any category or advert that we deem to be unacceptable.

Western Australia Now and Then, reserves the right to refuse or remove any advert that breaches our terms and conditions.

No refund shall be given for adverts that are removed due to breach of policy and our decision is final.

All advertising content must be pre-approved by Western Australia Now and Then and all content must be made available prior to commencement date.

We will conduct regular checks to ensure adverts meet our standards.

## CONDITIONS

1. Advertising must be clearly labelled as such.
2. Adverts cannot exceed 90% page of width and 600 pixels high.
3. Advertising must be paid at least one month prior to commencement date.
4. Advertising may be cancelled up to 7 days prior to commencement date.
5. A processing fee will be applied to any cancellation.
6. No more than three adverts per page can be placed.
7. No advert can be placed above the header section or below the footer section on any page.

## RATES

All amounts are in Australian dollars.

1. \$25 - Two adverts that can be placed on any pages with less than 3 existing paid adverts.
2. \$50 - Four adverts that can be placed on any pages with less than 3 existing paid adverts.
3. \$75 – Seven adverts that can be placed on any pages with less than 3 existing paid adverts.
4. \$100 – Ten adverts that can be placed on any pages with less than 3 existing paid adverts.
5. \$150 - Twenty adverts that can be placed on any pages with less than 3 existing paid adverts.

These fees pay for click-throughs to your website that are debited at a rate of 50c per click.

Continued...  
FEATURES

The number of paid adverts per page is limited to 3. If a page already has 3 paid adverts on it, no more can be placed until the existing adverts are no longer renewed.

You may choose to spread adverts over separate pages or have a combination of 1-3 adverts on the pages you select.

Adverts may all be the same or all be different or a combination of the two.

Graphics for adverts need to be all prepared in advance by the advertiser as a separate fee of \$35 would be charged if we are required to design ads for you. There is no separate fee for creating simple text based ads.

## HOW IT WORKS

Example: \$75 package, 7 adverts.

The fee is paid in advance and the advertiser selects the pages they want the 7 adverts to appear on.

If the pages they select have no paid advertising in place, then they can place up to 3 adverts on a single page. No more than three paid adverts can be placed on any single page regardless of who is placing the adverts.

This means that on 1 single web page it is possible for 1, 2, or 3 different advertisers to place adverts.

Placement is done on a first come, first served basis.

In this example, XYZ Company elects to provide 5 different graphic adverts: A B C D and E.

The company is based in Geraldton and decides to place adverts on the Geraldton, Northampton and Dongara pages.

There is 1 existing paid advert on the Geraldton page so XYZ Company elects to take up the remaining two paid advert slots with ads A and C.

There are no paid adverts on the Northampton or Dongara pages so XYZ Company decides to take up three advert slots on the Dongara page (A,B,D) and two on the Northampton (C,E) page bringing the total number of placed adverts to 7.

In taking up three advertising slots on the Dongara page, XYZ Company has effectively bought that entire page as no other advertiser will be able to place an advert on that page, until XYZ Company no longer wishes to advertise on that page. (I.e. The balance runs out and is not renewed.)

## ADVERT DURATION

There is no fixed duration for the adverts to run. Longevity of an advertising package is based purely on the number of click-throughs to an advertiser's website.

Each click-through is charged at 50c so a \$75 advert package is guaranteed to deliver 150 click-throughs to the advertiser's website.

When the balance of an advertiser's account reaches \$10, a notice will be sent out via email giving the advertiser the opportunity to renew. If the option is not taken up, then the adverts will be removed once the balance reaches \$0.

Advertising in this way is cost-effective and guarantees that your adverts will remain in place until the specified number of clicks have occurred. This has the added benefit of keeping your company's information in front of visitors to the pages you advertise on, even if they do not actively click on your link.

A monthly report of click-throughs to your website will be emailed to you and will include the figures we are provided by Google Analytics and a reminder of the balance remaining in your advertising account.

As we also run a number of different popular Facebook pages, we will also undertake occasional promotions on those pages to direct our readers to the pages containing your adverts.

Please contact us at [info@wanowandthen.com](mailto:info@wanowandthen.com) if you have any further questions.