

Valley Voice Advertising Policy - 2026

North East Valley Community Development Project

1. Purpose

The *Valley Voice* is a community newspaper serving the North East Valley and surrounding suburbs, including Normanby, Ōpoho, Pine Hill, Dalmore, Liberton, Signal Hill, and Upper Junction.

Advertising supports the production and distribution of the publication and helps connect local businesses, services, and community groups with residents.

This policy ensures advertising is:

- Fair and accessible
 - Consistent in quality and presentation
 - Aligned with community values
 - Transparent for advertisers and readers
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2. Advertising Principles

All advertising in the *Valley Voice* should:

- Be relevant to the local community
- Be truthful and not misleading
- Respect community wellbeing, diversity, and inclusion
- Maintain the integrity and reputation of the publication

The *Valley Voice* reserves the right to decline advertising that does not meet these principles.

3. Advertising Options

The *Valley Voice* offers a range of advertising formats, including:

3.1 Standard Graphic Ads (Exterior and Interior Pages)

- Banner and tile ads across front/back covers and internal pages
- Colour or grayscale depending on placement
- Rotating placement within price tiers
- Suitable for businesses, clubs/organisations, and events

3.2 Standalone Graphic Ads (Interior Pages)

- Quarter, half, and full-page ads
- Inside back cover (colour) or internal pages (grayscale)
- Suitable for businesses, clubs/organisations, and events

3.3 Classified Advertising

- Short text listings at a low cost
- Suitable for anyone: individuals, clubs/groups, organisations/businesses, notices

3.4 Website Advertising

- Free highlighted directory listing with paid print ads
- Optional “Business in Focus” homepage feature (time-limited placement)

Custom ad sizes may be considered upon request.

4. Booking & Cancellations

- Advertising operates on an open contract basis (no minimum term)
- Bookings are confirmed in writing (email is sufficient)
- Advertisers may cancel at any time before a *Valley Voice* content deadline
- Late submissions or cancellations may not be accepted

4.1 Submission Deadlines & Advertiser Responsibility

- It is the advertiser’s responsibility to ensure all materials are complete, accurate, and received by the Valley Project by the content deadline for each issue.
- Failure to meet submission deadlines may result in the advertisement not being included in that issue. In such cases, the Valley Project is not liable for any loss or inconvenience caused.
- Late submissions may be accepted at the discretion of the editor but are not guaranteed placement.

5. Ad Content Guidelines

5.1 General Requirements

Advertisements must:

- Clearly identify the advertiser
- Include accurate and verifiable information
- Avoid offensive, discriminatory, or harmful content
- Comply with New Zealand law (e.g. Fair Trading Act 1986, Human Rights Act 1993, Electoral Act 1993, etc.)
- Be relevant or beneficial to the wider Valley community

5.2 Prohibited or Restricted Content

The *Valley Voice* will refuse ads that:

- Promote illegal activity
 - Contain misleading or deceptive claims
 - Include hate speech, discrimination, or exploitation
 - Undermine community wellbeing
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6. Design & Submission Requirements

6.1 Advertiser-Provided Ads

Ads must:

- Be submitted as high-resolution PDF or JPG
- Use RGB colour format
- Include 3mm bleed where applicable
- Use a minimum 6-point font size
- Avoid heavy borders or framing

Advertisers are encouraged to:

- Keep content clear and concise
- Include logo, brief description or bulleted list of services, and contact details

6.2 Editor Support

Basic ad design support may be provided at no additional cost.
Additional design work or revisions may incur a fee (agreed in advance).

6.3 File Submission

Send ads to: **voice@northeastvalley.org**
Include working files (images, fonts) where possible.

7. Placement & Rotation

- Placement is based on pricing tier and availability
- Ads are rotated between issues to ensure fairness of exposure
- Exact placement is not guaranteed
- Layout may vary depending on editorial content

7.1 Editorial & Content Priority

The Valley Project reserves the right to prioritise editorial and community content over advertisements.

Advertising placement, layout, or inclusion may be adjusted to accommodate time-sensitive or essential community information.

8. Financial Terms & Accountability

8.1 Pricing

- Rates are set annually and published in the Advertising rate sheet
- Prices are per issue unless stated otherwise
- Discounts may be offered to local non-profit organisations
- At the discretion of the editor or manager, free or discounted advertising may be offered where an advertiser has provided significant support to the Valley Project. This may include substantial donations of goods, services, funding, sponsorship, or long-term volunteer contribution.
- Free or discounted advertising may also be considered where editorial content accompanies a promotion or advertisement. Any accompanying article must primarily

function as a community story rather than promotional material, be directly connected to the wider Valley, and provide meaningful benefit or interest to the local community.

8.2 Invoicing & Payment

Standard Invoicing

Advertisers are invoiced after publication of each Valley Voice issue unless otherwise agreed in advance.

Payment is due within 14 days of the invoice date.

Advertisers may choose to:

- Pay per issue upon invoicing, or
- Pay in advance for multiple issues as a lump sum

For advertisers booking multiple issues, the number of issues the advertisement will run must be confirmed at the time of booking.

Advance Payment & Credit Discretion

The Valley Project reserves the right to require payment in advance of publication, including prior to the content deadline, at the discretion of the editor or manager.

Advance payment may be requested for:

- New advertisers
- Individual advertisers
- Advertisers without an established payment history
- Advertisers with previous late-payment or account issues

Credit terms may be extended to reputable organisations or established advertisers with a positive payment history at the discretion of the editor or manager.

Payment Methods

In person:

Valley Project, 262 North Road, North East Valley
During opening hours (cash or card accepted)

Bank transfer:

North East Valley Community Development Project Inc.
03-1726-0005606-00
Reference: Surname + “VVAD”

Receipts can be issued upon request.

8.3 Late Payment & Non-Payment

Failure to pay invoices by the due date may result in action at the discretion of the Valley Project.

The Valley Project reserves the right to:

- Decline future advertising
- Withhold advertisement placement
- Require future advertisements to be paid in advance
- Suspend or terminate ongoing advertising arrangements
- Refer unpaid accounts to debt collection

For advertisers with ongoing or multi-issue bookings, advertisements may be suspended or cancelled until outstanding accounts are brought up to date.

8.4 Errors & Responsibility

- Advertisers are responsible for submitted content accuracy
- The *Valley Voice* is not liable for advertiser-supplied errors
- If production errors occur, the Valley Project will:
 - Correct in a future issue, or
 - Provide a reasonable remedy

8.5 Pricing Changes & Long-Term Advertisers

Advertising rates are reviewed periodically to ensure the ongoing sustainability of the *Valley Voice*.

While the Valley Project values and appreciates long-term advertisers, all advertising rates are subject to change. Historical pricing, frequency of advertising, or length of association does not guarantee continued access to previous rates.

Any pricing changes will be communicated in advance and applied consistently across advertisers.

The current Advertising Rate Sheet supersedes any previously quoted or historical pricing.

8.6 Publication, Distribution & Liability

The Valley Project will make every reasonable effort to publish and distribute the *Valley Voice* in accordance with its intended schedule. However, publication and

delivery dates are not guaranteed and may be subject to change due to unforeseen circumstances, including but not limited to staffing availability, production delays, or external factors.

The Valley Project is not liable for any loss, damage, or reduced business revenue claimed to result from delayed publication or distribution.

8.7 No Guarantee of Advertising Outcomes

Advertising in the *Valley Voice* is intended to provide community exposure and connection. The Valley Project does not guarantee any specific business outcomes, including increased sales, customer engagement, or return on investment.

Advertisers are responsible for their broader marketing strategies and business performance.

8.8 Refunds & Remedies

~~As a general policy,~~ refunds are not provided for advertising once an advertisement has been published.

In cases of significant error or omission caused by the Valley Project, a remedy may be offered at its discretion. This may include correction in a future issue or other reasonable compensation.

Refunds or credits for delays in publication or distribution will not normally be provided, but may be considered in exceptional circumstances at the discretion of the Valley Project.

9. Editorial Rights

The editor reserves the right to:

- Edit ads for clarity, formatting, or consistency
- Refuse or withdraw advertisements
- Ensure alignment with publication standards

Significant changes will be made in consultation with the advertiser. Acceptance of advertising does not imply endorsement.

10. Community Focus

Priority is given to:

- Local businesses and services
 - Community organisations and initiatives
 - Local community members and residents
 - Content relevant to residents of:
 - North East Valley
 - Ōpoho
 - Pine Hill
 - Dalmore
 - Normanby
 - Upper Junction
 - Liberton
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11. Policy Updates

This policy may be updated periodically.
Advertisers will be notified of significant changes.

12. Conflict of Interest

The Valley Project reserves discretion when accepting advertising from organisations whose activities may conflict with community values or organisational objectives.