

ISASA PUBLICATIONS (PTY) LTD

ADVERTISING POLICY

The suppliers of goods and services to ISASA Publications (Pty) Ltd (**IP**) that are identified and approached for advertising in our publications must fall into one of the three categories below:

- Companies that can offer ISASA schools quality goods or services which provide added value to the academic efforts of the schools.
- Companies that offer goods or services to ISASA schools which provide added value to the responsible and cost-effective running of schools.
- Schools (pre-primary, primary, secondary and post-matric) that are members of ISASA, or any other organisation that is not in competition with ISASA or its member schools.

MARKETS

The main reader market targeted by *Independent Education (IE)*, the official magazine of ISASA, consists of:

Heads, bursars, school governors, career guidance advisers, teachers, parents, advertisers, corporate members of ISASA, and the wider school community of independent schools and Section 21 public schools.

The secondary reader market includes:

Government officials, academics in universities, leaders of industry and suppliers of goods and services to schools, and other independent schools associations.

CONTENT

The policy of IP is that the ratio between Editorial and Advertising (advertisements and advertorial) should, ideally, be 60:40 respectively in *Independent Education*.

1. Editorial

All content that is not advertising or comment is considered editorial. This includes columns and articles from the Executive Director of ISASA, the editor, heads, bursars, teachers and other contributors.

2. Advertising

Advertising must serve the best interests of independent education and the education systems of Southern Africa. No advertising will be allowed in IP's publications that undermines the quality of education in Southern Africa: for example, the magazine will not run advertisements that advocate teachers leaving the country to teach overseas.

No advertising that is judged to be detrimental to the health and well-being of educators, learners and wider school communities will be allowed in IP's publications, for example, advertisements will not be accepted for cigarettes or alcoholic products.

Advertising should in no way suggest that a product or service has the endorsement of *Independent Education* or its editorial department.

Advertising may be presented in various formats

- **Advertisements**

Advertising space may be bought in full, half or quarter page formats. Advertisements of various sizes also appear on our website (www.ieducation.co.za).

- **Advertorial** (advertising using an article/text format)

All advertorial must be clearly headed as advertorial and preference will be given to ISASA corporate members.

- **Loose inserts**

These loose advertising inserts in the magazine are typically more extensive than normal adverts and often contain price lists that can be used as a source of reference for the schools.

In summary:

1. The magazine will not accept advertisements for any products or services that are deemed not to be environmentally or socially responsible, are illegal or could subject the magazine to liability.
2. Educational products or services must encourage independent learning and should not attract buyers by promoting anxiety or purposefully making stakeholders feel inadequate about academic standards or educational advancement.
3. Materials or services that are based on a particular religious philosophy or perspective should specify that clearly and will be run at the discretion of the Publisher.
4. Advertisements must avoid misleading claims and hyperbolic descriptions. The Publisher may, at his discretion, ask that all claims be proven to his satisfaction. Mention of third party endorsements or awards in advertisements is subject to Publisher approval.
5. Under no conditions will acceptance or placement of advertising be contingent upon the publication of an article.
6. *Independent Education* does not accept gifts of product, or free/reduced-rate travel, entertainment or lodging from advertisers. Any exceptions to this must be approved by the IP Board.
7. Positioning of advertising is not guaranteed except for covers.
8. Advertisements should be of the highest graphic quality possible (in one of the formats specified on our rate card) and be proofread so as not to contain typographical or grammatical errors.