

SAIV ADVERTISING POLICY

POLICIES IN THIS DOCUMENT:

1. SAIV Website and SA Valuer Advertising Policy
2. Job Opportunity Advertising Policy
3. External Party Events Advertising Policy

DISCLAIMER:

Advertisements published on the SAIV Website and in the SA Valuer Newsletter in no way constitute an endorsement of a product or service by the SAIV.

While the SAIV aims to ensure that its publications represent best practise, the SAIV does not accept or assume any liability or responsibility for any events or consequences thereof that derive from the use of any documents or any materials, software or resources; as they are only intended to provide general guidance to those who wish to make use of them.

1. WEBSITE AND SA VALUER ADVERTISING POLICY

1.1. GENERAL

- a. The advertiser to provide the SAIV with their complete advert according to advertising specifications.
- b. Adverts must be clear, accurate, complete and without deception.
- c. Adverts will be placed on a first come first served basis and upon payment.
- d. The advertiser to provide a link to their desired URL.
- e. Only adverts that are industry-related will be allowed on the SAIV Website and in the SA Valuer Newsletter.
- f. A link to all advertisers will be provided under “Useful Links” on the SAIV website apart from the banner advertisement with a link.
- g. The “Useful Links” page on the SAIV website will be accessible to members and non-members.
- h. SAIV’s Management and Finance Committee will have oversight on the advertisers.
- i. SAIV’s Management and Finance Committee will review the advertising rates on an annual basis.
- j. SAIV Management reserves the right to not publish any advertisement which it does not deem fit to publish.

1.2. ADVERTISING SPECIFICATIONS

SA Valuer Tower Advert	300 pixels high by 150 pixels wide 72dpi
SAIV Website Advert	200 pixels high by 180 pixels wide 72dpi

1.3. ADVERTISING RATES

- a. Advertisers will be charged an advertising fee as stipulated in the table below
- b. An advertiser from whom the SAIV derives a benefit will be offered a discounted advertising fee as determined by the Management & Finance Committee.

	Rate per Annum (Up to 30 May 2020)
SA Valuer email newsletter only – Quarterly	R 3 199
SAIV Website Advert only – 12 months	R 3 199
Both SA Valuer newsletter and SAIV website	R 4 500
All prices exclude VAT.	

1.4. ADVERTISING FORM

The advertising form must be completed and submitted to info@saiv.org.za

Once the form is completed, an invoice will be generated. Payment is due before the advertisement being published.

2. JOB OPPORTUNITY ADVERTISING POLICY

The SAIV National Executive reserves the right to reject any job opportunity that it deems inappropriate.

2.1. GENERAL

- a. All job adverts must be for positions targeted towards employment within property valuation.
- b. SAIV Members in good standing can advertise their job opportunities at no cost. This is however subject to all employed Valuers in the Member's organisation being members of SAIV and in good standing.
- c. SAIV Members who are not in good standing will be charged an advertising fee as set by the Management and Finance Committee.
- d. Non-Members and other organisations wishing to advertise with the SAIV will be charged a fee as set by the Management and Finance Committee. Refer to item 2.4. below.

2.2. PLATFORMS FOR ADVERTISING

- a. Job opportunities will at a minimum, be advertised on the SAIV Website under 'Careers' <https://www.saiv.org.za/networking/Default.asp?>
- b. A bulk mail will be distributed under the following conditions:
 - i. If the job opportunity expiry date falls within the next issue of the SA Valuer then the advert will be included under the 'Job Opportunities' section of the SA Valuer, which will provide a link to the advert.
 - ii. Should it be outside of the SA Valuer issue dates, a bulk mail will be sent to all SAIV Members.
 - iii. Should there be other job opportunities from other advertisers in the same period; a single bulk mail will be sent to SAIV Members; with all the available job opportunities.

2.3. MINIMUM INFORMATION REQUIRED

- a. Job title
- b. Job description
- c. Location
- d. Employer contact information or employment submission process
- e. Closing date

2.4. ADVERTISING RATES

- a. Job opportunity advertisements are charged at **R4500.00 Ex VAT** per listing.
- b. The advertising fee will be reviewed from time to time by the SAIV's Management and Finance Committee.
- c. On receipt of the job advertisement, an invoice will be generated. Payment is due before the job advertisement being published.

3. ADVERTISING OF EXTERNAL EVENTS POLICY

The SAIV National Executive reserves the right to reject any event advertisement that it deems inappropriate.

3.1. GENERAL

- a. Where a Memorandum of Understanding is not in place, all external party advertisers are to be charged an advertising fee as set by the SAIV Management and Finance Committee.
- b. Where an external party's event date coincides with a SAIV event, no external advert will be permitted.

3.2. PLATFORMS FOR ADVERTISING

- a. External advertisers' adverts will be advertised via bulk mail on the second and last Wednesday of every month.
- b. All external advertisements will be consolidated into the same bulk email with a link to the different advertisers' websites.
- c. No external advertisers' events will be advertised in the SA Valuer.

3.3. ADVERTISING RATES

- a. External event advertisements are charged at **R4500.00 Ex VAT** per listing.
- b. The advertising fee will be reviewed from time to time by the SAIV's Management and Finance Committee.
- c. On receipt of the event advertisement, an invoice will be generated. Payment is due before the event advertisement bulk email is distributed.