

RECOMMENDATIONS AND GUIDELINES FOR ACCEPTING ADVERTISEMENTS

Adopted October 4, 1992

1. The priority type of advertising to accept is the sponsorship advertisement: Example: "This page (or this Issue) Is sponsored by XXX" or "XXX Is proud to support the efforts of Amnesty International" or "This issue of (PUBLICATION NAME) has been underwritten by the XXX company."

Working with AIUSA's Development Department, a list of Amnesty's major vendors (for example, MCI, copier companies, airlines, credit card companies) should be developed as priority outreach.

2. Another priority type of advertisement would be internal AIUSA and AI advertisements. Example: paidadbyLocalGroupXXXfort-shirtsales;paidadbyAIUnltedKingdomorNepalorPeriaforAI products.
3. Advertising will be subject to the norm of "decency" and "good taste." This gives broad discretion to AJUSA to accept or reject any ad on a case-by-case basis.
4. Ads from organizations whose goals and mission contradict the mandate and goals of AI, or would violate AI's impartiality, will not be accepted.
5. No advertising by governments or non-governmental entities (as defined by the International Secretariat) will be accepted.
6. No "harmful substance" ads will be accepted, using for reference the guidelines set out by the Center for Corporate Responsibility.
7. Any commercial product advertising will be reviewed using the guidelines set out by the Center for Corporate Responsibility.
8. Ads from other non-profit organizations may be considered. AJUSA should be prepared to accept advertisements from non-profit organizations that do not necessarily parallel our readers' demographic profile.
9. No classified advertisements should be accepted until the display advertising program is well established.

These above guidelines will apply to all suitable AJUSA publications, for example SAY, AGM Program, event programs, etc. They specifically exclude Amnesty Action, in which case the following guidelines should be followed:

No ads should be accepted or solicited until there is a professional consultant hired on contract. Existing staff should be approached to assume these duties in addition to his/her current duties. The Editor absolutely must NOT be involved in the advertising program, other than coordinating the ad deadlines and placement on the pages of Amnesty Action. The Executive Director should designate a staff person to implement and oversee this program. This person would have responsibility for assuring that any approved guidelines are followed. Advertising rates should be determined by the consultant and should include discounts for contracts.

In general, a preference was expressed for the following procedures, with the understanding that final discretion rested with the editor of the relevant publication:

10. Advertisements should be submitted "camera-ready" whenever possible.
11. Ads should be "ganged" together towards the back of the issue so as not to detract from the action/information content of the paper.