



Policy Name:	Advertising Policy	
Section:		
Issued By:	Marketing and Communications	Effective Date: March 20, 2019
Approved By:	Board of Directors	Last Revised Date: March 20, 2019

Advertising policy for RTO/ERO districts

RTO/ERO districts do not accept paid advertising. Advertising is not permitted in district newsletters or on district websites. Districts are permitted to recognize sponsorships by trusted partners for events or special activities.

For districts purchasing advertising in local publications or in digital spaces, advertising creative will be provided by RTO/ERO. The district advertisement will provide space for the district logo to be displayed. Districts wishing to purchase advertising should consult with the Marketing and Communications team, to ensure accuracy and brand consistency in all public messaging.

Statement of policy for RTO/ERO office

RTO/ERO accepts advertising in its publications for the following purposes:

- To offset rising production costs for valued member communication vehicles
- To offer information to members about programs, services and products of potential interest and benefit
- To share messaging from valued partners (for example: Merit Travel, companies offering Venngo discounts)

RTO/ERO purchases advertising in external publications and digital channels for the following purposes:

- To inform prospective members about RTO/ERO membership
- To promote Retirement Planning Workshops and other programs and services
- To further RTO/ERO's political advocacy program

Advertising practices must be consistent with RTO/ERO's mission, vision, brand, values and strategic goals.

Principles and guidelines for accepting advertising in RTO/ERO publications

This policy provides a framework and guidelines regarding advertising in RTO/ERO publications and the processes by which advertising is managed, approved and administered.

- All advertisements and inserts, outserts or onserts are independent from editorial decisions. Editorial content is not compromised by commercial or financial interests, or by any specific arrangements with advertising clients or sponsors.
- The acceptance of advertising by RTO/ERO is not an endorsement of a product or service.
- RTO/ERO reserves the right to decline any type of advertising that is damaging to its brand or reputation or is inappropriate to RTO/ERO's editorial standards.
- RTO/ERO will not accept advertising for products or services known to be harmful to health (e.g. tobacco and alcohol products).
- Advertisements may not be deceptive or misleading, and must be verifiable. Advertisements should clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature.
- Advertisements and editorial content must be clearly distinguishable. "Advertorial" content and sponsored inserts must be clearly indicated as such.
- It is the responsibility of advertisers to ensure that proposed advertising does not contravene any applicable legislation prior to submission to RTO/ERO for publication. RTO/ERO assumes no liability for advertisements that contravene legislation. All advertisers will be required to indemnify RTO/ERO for any costs or damages incurred as a result of their advertising.
- RTO/ERO does not sell, rent, share or otherwise provide membership information to third parties.

Advertising sales contact

Ad sales for RTO/ERO's publications are managed by a third party organization. To purchase advertising space in any of RTO/ERO's publications (*Renaissance, Liaison*), interested advertisers are asked to contact:

Beth Kukkonen
Director, Sales Operations
Dovetail Communications
bkukkonen@dvtail.com
905-707-3506

Acceptance guidelines

- RTO/ERO accepts only advertisements that it believes are in the best interests of the majority of members.
- RTO/ERO reserves the right to edit or reject any advertisement. Payment will be returned if the advertisement is rejected.
- All advertisements will be reviewed and approved by RTO/ERO prior to publication. French ads may be subject to editing to ensure they meet RTO/ERO style guidelines and French language standards.
- Inclusion of an advertisement in any RTO/ERO publications or media does not constitute endorsement by RTO/ERO of the advertisement or product, nor coverage within RTO/ERO's group insurance plan, nor imply knowledge of the advertisement, company, product or opportunity.

- Ads must not imply RTO/ERO endorsement unless agreed to in writing with set terms and conditions.
- RTO/ERO assumes no liability for problems arising with ads or advertisers. Any complaints must be taken up directly with advertisers.
- RTO/ERO is not liable for any errors or problems resulting from ads or ad changes submitted after the material deadlines listed in its current Media Kit.
- All advertising is published on the understanding that the advertiser assumes full and complete responsibility and liability for all advertising submitted, printed or published and agrees to indemnify and hold RTO/ERO staff and members harmless from any claim or demand.
- RTO/ERO shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of any circumstances not within the direct control of RTO/ERO, such as mail delivery or natural disasters.
- RTO/ERO cannot guarantee ad placement within the publication.
- RTO/ERO cannot guarantee acceptance for ads submitted after the material deadlines listed in the Media Kit.

The following advertisements and advertising material is *not* accepted:

- personal ads (other than the categories accepted via website classified ads -- for rent, for sale, reunions, services and opportunities – including volunteer and paid jobs, and travel)
- ads that solicit for members to sell products
- display advertising on RTO/ERO websites or social media sites

Exclusivity

RTO/ERO does not offer advertising exclusivity, with one exception. Due to its partnership with Merit Travel, RTO/ERO does not accept any other travel advertising in its publications. Online classified ads for travel are accepted.

Advertising rates and payment

Advertising rates are outlined in the RTO/ERO media kit. Prices for inserts, outserts and onserts are provided on request, based on the particular specifications.

At the date of booking, the advertiser is required to sign an insertion order, which is a written contract. Full advertiser contact information including mailing address, email address, phone number, and business name, must be included with each insertion order. The advertising insertion order includes details of the total ad cost and the publication date of the advertisement.

Advertisements are invoiced following publication. Invoices include proof of publication. Invoice payment terms are net 30 days.

Cancellations

Cancellations must be received in writing by the material deadline of the publication issue.

Refunds

If advertisers see errors in published ads, they must contact RTO/ERO in **writing only** at advertising@rto-ero.org or fax: 416-962-1061 to process a refund or compensation for an amount not more than the cost of the ad.

Online classified ads

RTO/ERO offers free space on its website for the following categories of classified ads:

- For rent
- For sale
- Reunions
- Services and opportunities (including volunteer and paid jobs)
- Travel

Go to **www.rto-ero.org/classified** to access the online self-serve form to place a classified ad.

RTO/ERO reserves the right to suspend any web ad that is deemed to negatively affect site performance or the viewing experience.

For more information

- Contact the Coordinator of Marketing and Communications at advertising@rto-ero.org or call 1-800-361-9888
- Read RTO/ERO's media kit at www.rto-ero.org/advertise-rtoero
- Contact Dovetail Communications:
- Beth Kukkonen - Director, Sales Operations at Dovetail
bkukkonen@dvetail.com 905-707-3506

Advertising questions and concerns

Questions or concerns about advertising should be directed to:

RTO/ERO
18 Spadina Road
Toronto, Ontario, Canada
M5R 2S7
Attention: Coordinator of Marketing and Communications
advertising@rto-ero.org

Related policies:

- Preferred Sponsorship Policy