



Advertising Policy for STAT's members' newsletter (*Statnews*) and STAT mailings

Status:	Council Approved
Date Ratified:	29 January 2015
Name of Originator or Author:	Council/STATnews Editor
Review Date:	January 2020
Target Audience:	Public & Members
History:	Policy review <i>Originally adopted 4th December 2009</i>

The following rules apply to advertisements and announcements in *Statnews* and inserts to STAT mailings. *The Alexander Journal* does not accept any advertisements. There are separate guidelines for the content of the STAT public and members' websites.

All advertising must comply with the code of the Advertising Standards Authority (www.asa.org.uk) and, as such, be "legal, decent, honest and truthful" and avoid offensive advertising, discrimination and intrusion of privacy.

In addition, the following policy applies:

1. STAT will only accept advertisements for products or services that are likely to be of interest to its members. Acceptance is at the discretion of the editor.
2. STAT reserves the right to exclude any advertisement that compromises or breaches or encourages members to breach:
 - a. the objects of the Society as set out in the Memorandum and Articles of Association;
 - b. the Code of Professional Conduct and Professional Competence;
 - c. any additional rules and regulations for members.
3. Advertising which the editor considers to be detrimental to the good name or reputation of STAT or of the F. M. Alexander Technique will not be accepted.
4. Advertising which makes unsubstantiated claims of a therapeutic or other benefit for particular products or services, or which contains false or misleading information, will not be accepted. In addition, STAT will not accept advertising that is not factually accurate or not in good taste.
5. Under no circumstances will acceptance of an advertisement be regarded as an endorsement of the product and/or service advertised. Acceptance of an advertisement must not be construed as an endorsement or approval by STAT or any of its affiliated societies (ATAS).

6. Advertisers who are not current teaching members of the affiliated societies (ATAS) may be required to state their non-member status in the advertisement.
7. Advertisements in *Statnews* must be clearly distinguishable from articles, letters, and other editorial content. Any advert that potentially creates doubt as to its nature will be labelled as an advertisement.
8. The editor reserves the right to reject any advertising material which does not meet the quality, character or format/style of *Statnews*. There are two specific instances:
 - Advertising for t'ai chi, yoga and similar workshops, when run by a STAT or affiliated society member, will normally be accepted;
 - Advertising for training courses which are neither STAT-approved nor approved by one of the affiliated societies, will not be accepted.
9. The editor reserves the right to reject or cancel any advertisement submitted and will provide prompt notice to the advertiser upon rejection or cancellation.
10. The editor and STAT's Publications Committee have discretion with respect to interpretation and enforcement of this policy, and reserve the right to change this policy at any time.

Submission of an advertisement constitutes acceptance of this policy.