

ADVERTISING ACCEPTABILITY POLICY

NZME's purpose is to keep Kiwis in the know through our journalism, broadcasting, digital platforms and commercial solutions. Advertising – digital, audio or print – helps to keep our audiences in the know about products, services and advocacy of interest to them and helps to fund our independent platforms.

The purpose of this policy is to let our advertisers, audiences and employees know how we approach acceptance of advertising at NZME. We receive hundreds of requests to place advertising across our platforms every week. However, our commitment to a quality experience for our stakeholders means we cannot and do not accept them all.

ADVERTISING ACCEPTABILITY POLICY

1. Our principles

We Keep Kiwis in the know by sharing our platforms and our wide reach across Aotearoa New Zealand to provide a range of opinions and ensure a diversity of voices. We treat our advertisers fairly and openly as we do our audiences. We encourage the respectful dissemination of ideas, information and expression. However - unlike social media - we are not an open platform.

Our principal responsibilities are to the community and the truth, and this includes a responsibility to ensure advertisements appearing on our platforms comply with law, advertising standards and support a quality, engaging environment for our audiences and our advertisers.

Consistent with NZME's Advertising Terms and Conditions, NZME retains the right to decline any advertisement offered to us, for any reason whatsoever.

Ads that are unacceptable on NZME platforms include ads that, in our view:

- are likely to breach applicable laws;
- are likely to contravene the ASA Codes;
- are misleading, deceptive, inaccurate, fraudulent (including ads that hide their sources, advance baseless claims or conspiracies, include inference, mistruths or unverified statements);
- contain, reference or link to, illegal or inappropriate (eg. language, violence, sexual) materials or content;
- contain information, or lead to websites that contain information, that cannot be substantiated (mis or dis information);
- have the potential to incite violence or breach of law;
- are gratuitously offensive, or may be considered to (or does) discriminate, on the grounds of race, religion, sex, age, sexual orientation, disability or any other ground of prohibited discrimination under the Human Rights Act 1993;
- mimic NZME style or content, such as using editorial typeface, settings, logos (unless in the context of properly disclosed sponsored content);
- are not clearly identifiable as an advertisement or do not disclose an advertiser's or sponsor's name; or
- are prejudicial to the image or reputation of NZME or its platforms.

NZME reserves the right to introduce policies relating to the placement of specific types of advertising, including for example gun and firearm advertising and adult entertainment advertising. Consideration of the genre and audience of our various platforms is key in determining and updating these policies.

2. Separation between editorial and commercial

NZME's newsroom and editorial content teams are responsible for editorial content and NZME's commercial department are responsible for advertising content. There may be consultation between the two on layout, timing of special sections or supplements or ad placement next to editorial content, but these areas of NZME operate independently and do not influence each other.

It is important that NZME maintains a clear separation between news and editorial matters and its advertisements. To assist with drawing this distinction NZME may require the labelling of an advertisement with the word “advertisement” or other clear identifier when in our opinion this is necessary to make clear the distinction between editorial content and advertising content.

3. Advocacy Advertising

NZME recognises that expression of opinion through advocacy advertising is an essential and desirable part of the functioning of a democratic society. Our editorial position on a subject does not determine the acceptability of advocacy advertisements.

All advocacy ads must comply with the ASA Codes and Advocacy Principles, including but not limited to the requirements set out at Rule 2(e) of the Advertising Standards Code.

Advertisers are required to warrant that the information is factually correct as per our standard Advertising Terms and Conditions. We may require advertisers to provide robust evidence of factual claims, and to remove or amend claims that are objectively misleading, deceptive, inaccurate or wrong.

In addition, all Advocacy Advertisements must comply with the following:


- Advocacy advertisements will not appear as false cover advertisements or as homepage takeovers.
- Advocacy advertisers must pay full rate for all advertisements. No discount will be given.
- The following labelling must be applied in minimum 24 point font in a box at the top of the page:

ADVOCACY ADVERTISEMENT PLACED BY [INSERT ADVERTISER’S NAME]

- The text used in the advertisement must not resemble the font of the relevant masthead in which it appears and must be clearly differentiated from font used for editorial copy.

In addition to the matters set out at Clause 1 and 3 above, the following approvals process must be followed in respect of advocacy advertisements:

- Once the advertisement, including appropriate labelling, is publication-ready, the advertisement must be sent to the NZME legal team for approval and/or feedback;
- Once the advertisement has received approval from the NZME Legal team, the advertisement will be sent to the Advertising Review Panel for final feedback and/or approval;
- The Advertising Review Panel will provide a final decision on the advertisement within 48 hours.



Advocacy advertisements may take up to three (3) days to complete the approval process. Completion of the approval process cannot be guaranteed for bookings placed within this timeframe.

As with other types of advertisement, NZME may decline advocacy advertisements for any reason whatsoever. If, in our view, the advertisement breaches the laws of New Zealand, the ASA Codes, the principles set out in this policy, the advertisement will be declined.

Placement of advocacy advertisements is also a key consideration and NZME may place restrict placement on its platforms taking into account genre, audience and adjacent content.

NZME Advertising Review Panel

Where there is a question raised about the acceptability of any advertising pursuant to this policy, the issue will be escalated to the NZME Advertising Review Panel, for consideration. The Panel will assess the advertising material in accordance with this policy.

Complaints

If you have a complaint about an advertisement that you believe breaches this Policy, please email advertise@nzme.co.nz. If you believe that an advertisement has breached the ASA Codes, you can submit your complaint directly to the [ASA](#).

Adopted November 2024