



CSIRO PUBLISHING
w w w . p u b l i s h . c s i r o . a u

Advertising Guidelines

The purpose of this document is to define the CSIRO PUBLISHING guidelines regarding advertising in its products, including scholarly journals, magazines and books.

All decisions regarding commercial revenue are subject to the overriding principle that the integrity of CSIRO's brand and the reputation of the Australian Government are paramount and shall not be compromised. This principle extends to CSIRO PUBLISHING partners where relevant.

All advertisers or advertising networks that place advertising with the Publisher are accountable for adhering to these guidelines at all times and must comply with all applicable Commonwealth, State and Territory laws and regulations, and industry guidelines including the Australian Association of National Advertisers codes.

CSIRO PUBLISHING Guidelines

1. CSIRO PUBLISHING does not permit editorial content to be influenced by advertising.
2. The appearance of advertising in CSIRO PUBLISHING's publications or on its websites does not imply endorsement of the advertised company or product(s).
3. CSIRO PUBLISHING will not feature:
 - i. advertising promoting alcohol, tobacco, gambling or lotteries,
 - ii. advertising promoting fireworks, bombs, guns, ammunition or other dangerous items,
 - iii. advertising of a political nature,
 - iv. advertising for illegal products or products deemed objectionable by CSIRO PUBLISHING or its publishing partners,
 - v. advertising that is defamatory or deemed to cause offence or that incites discrimination of any individual, group or class, or
 - vi. advertising containing any misrepresentation that is likely to cause damage to the business or goodwill of a competitor.
4. CSIRO PUBLISHING reserves the exclusive right to review, at its sole discretion, the content of any advertisement and to discontinue or reject, in part or in full, any advertisement which, in its opinion, does not comply with these Guidelines at the time of publication.
5. CSIRO PUBLISHING reserves the right to publish corrections to any material included in our publications, including advertising.
6. CSIRO PUBLISHING will clearly identify advertising through its style or placement.
7. Advertising will not exceed 30% of the content.
8. CSIRO PUBLISHING reserves the right to amend these Guidelines at any time.