

Localist advertising policy

About this policy

Our goal is to connect Aucklanders to the information, events, businesses and services in their local area. Localist information and advertisements will be available in books, on the web, via smart phones, and via social media like Facebook and Twitter.

To make sure Localist provides an enjoyable experience for the wide range of people who use Localist, we have rules about what you can advertise on the site – this includes advertising in other places (eg, Facebook and Twitter) that is accessible via Localist.

This policy lets you know what you can advertise on Localist and what you can't, what people will be able to search for on Localist, and how to set out your advertisement.

You need to read this policy in conjunction with our Terms of Business and Web and Mobile Terms of Use, which form part of our agreement with you, our advertisers. If there are any inconsistencies between our Terms of Business and Web and Mobile Terms of Use and this policy, our Terms of Business or Web and Mobile Terms of Use will apply.

It is your responsibility, as the advertiser, to comply with all applicable laws. If we become aware of any breach or potential breach of any applicable law, or of this policy, we may remove your advertising.

Content we want

Localist wants you to be creative with your advertising (whether your advert is a fancy advert created using AdMonkey, or otherwise). We encourage you to make it informative, fun and localised. You also need to make sure your

advertising complies with the relevant codes of practice issued by the Advertising Standards Authority. You can check out the codes at www.asa.co.nz

If your advertisement does not breach anything in this policy, and complies with any legal restrictions that apply to the products and services you advertise, then you should be good to go.

What you can't advertise on Localist

There are lots of things you can advertise on Localist. But the law says you must not advertise the following:

- any tobacco or tobacco related product
- overseas gambling
- unsafe goods, which are goods declared by the Minister of Consumer Affairs to be unsafe. These are:
 - chainsaws without a chain brake
 - children's toys containing lead in their accessible parts
 - hot water bottles that do not meet the British safety standard
 - candles with lead in the wax and candle wicks containing lead
 - pistol cross-bows

You can read more about unsafe goods on the Ministry of Consumer Affairs' website: www.consumeraffairs.govt.nz

If we see that you've advertised any of the products listed above on Localist we will immediately remove the advertisement.



What Localist restricts

The advertising of some products on Localist is restricted. We've explained why below.

Product safety standards

If a product safety standard applies to a product you wish to sell, you cannot advertise the product unless the safety standard is met. Currently, safety standards apply to these products:

- baby walkers
- children's nightwear
- children's toys
- household cots
- cigarette lighters
- pedal bicycles

If we see that you're advertising a product that does not meet a product safety standard we will immediately remove the advertisement.

For more information check out: www.comcom.govt.nz/product-safety-standards

Consumer information standards

When a consumer information standard applies to a product you want to advertise, you cannot advertise the product unless the standard is met. Consumer information standards apply to:

- country of origin labeling, care labeling and fibre
- content labeling in footwear and clothing
- used motor vehicles
- water efficiency (which apply to major water-using products, such as washing machines and dishwashers)

For more information check out: www.comcom.govt.nz/consumer-information-standards/

Other standards

If you wish to advertise a product that must be certified as meeting a particular standard (for example bike helmets or child restraints) you must make sure your product meets the relevant standard before we will allow you to advertise it on Localist.

Medicines, therapeutic products and medical devices

There are broad legal restrictions on the advertisement of medicines. You cannot advertise a medicine unless it has been approved by the Ministry of Health (although there are limited exceptions in the Medicines Act 1981.) If you want to advertise a medicine that has been approved you must be aware of, and comply with, all the advertising requirements in the Medicines Act 1981 and the Advertising Standards Authority Therapeutic Products Advertising Code.

If you want to advertise medical devices you will need to be aware of a number of restrictions under the Medicines Act 1981 and the Advertising Standards Authority Therapeutic Products Advertising Code.

You must comply with these restrictions if you want to advertise with Localist.

For more information check out: www.asa.co.nz

Agricultural compounds and veterinary medicines

The advertisement of agricultural compounds (like agricultural chemicals) and veterinary medicines is also restricted. For example, advertisements for some restricted veterinary medicines must state that the medicine can be purchased and used only under veterinary authorisation. If you are advertising an agricultural compound or veterinary medicine you must make sure that your advertisement complies with all the requirements in the Agricultural Compounds and Veterinary Medicines Act 1997.

For more information check out: www.foodsafety.govt.nz

Video games, DVDs etc

Films and other publications are subject to a classification regime. If you want to advertise a film or similar publication with Localist you must ensure it has been correctly labelled and classified.

For more information check out: www.censorship.govt.nz

Electoral advertising

Localist allows political advertising in our print and online products, but there are some legal restrictions.



All advertising that encourages voters to vote for the candidate or party advertised constitutes election advertising. Any election advertisement will only be carried in our online product, not our print guide. It needs to:

- be authorised in writing by either the candidate or party secretary
- carry a promoter statement within the advertisement that shows the name and address of the promoter of the election advertisement

Member of Parliament contact details advertisements are not regarded as election advertising, and are allowed in both our print and online products.

Where you wish to place an election advertisement or and MP contact details advertisement in any of our products, we will ask you to confirm that your ad complies with the Electoral Act 1993 (and you will be wholly responsible for ensuring that the ad does comply with that Act).

Localist reserves the right to remove any ad that doesn't meet our election advertising rules. We also have the right to hide election advertising from the website and digital product on an election day.

For more information check out:
www.elections.org.nz/rules/advertising

R-18 Advertising

Localist's online product (but not our printed product) has an online R-18 section for the advertisement of adult only products or services. These types of advertisements are not permitted in our printed products. Adult only products or services include adult entertainment content and businesses such as strip bars, brothels etc.

Your advertisement of adult entertainment, products or services or other adult content must comply with the Advertising Standards Authority Code of Ethics.

The code requires your advertisement to be decent and non offensive, taking into account the context, medium, audience and product. Even within the R18 section, Localist will not publish content containing nudity, offensive sexual terms and/or overtly sexual photographs.

You must ensure your advertisement does not contain any objectionable material. If you put an advertisement on Localist that solicits sex or is sexually suggestive and/or obscene we will remove it.

For more information check out: www.asa.co.nz

If you're advertising alcohol or gambling, you must also comply with the policies that we've set out below.

Alcohol

All advertisements for alcohol on Localist must comply with the Advertising Standards Authority Code for Advertising Liquor. The code says that your advertisement must target an adult audience and promote safe and responsible drinking.

For more information check out: www.asa.co.nz

Gambling

If you are advertising gambling (other than overseas gambling, which is prohibited), you must comply with the Advertising Standards Authority Code for Advertising Gaming and Gambling. The code requires your advertisement to comply with legal restrictions on the sale of various gaming products (especially age restrictions), observe a high standard of social responsibility, and not mislead or deceive consumers, abuse the trust or exploit the lack of knowledge of consumers, or exploit the superstitious or (without justification) play on fear.

For more information check out: www.asa.co.nz

Other content Localist won't accept

Your advertisement must clearly represent the company, product, or brand that you want to advertise. Our products are delivered and used in homes by a wide range of people, so no advertising may:

- include unsubstantiated claims eg: false prices, discounts or product availability
- insult, harass or threaten another person or business
- be false, misleading or fraudulent



- be used to promote a business model or practice that is deemed unacceptable to our values regarding social responsibility
- contain:
- profane or obscene content
 - defamatory, libellous, slanderous and/or unlawful content
 - inflammatory religious content
 - content that advocates against any organisation, person, or group of people
 - content that denigrates the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation, health condition, gender identity or language of another person or group
- relate to:
- illegal activity, including items that could be used for illegal activity
 - contests and sweepstakes unless given permission by Localist
 - scams, chain letters, or pyramid schemes
 - get rich quick schemes and other such money making schemes

Localist may investigate any advertising or categories of advertising and choose to add more categories of content we won't accept, or may restrict.

Localist trademarks and copyright

You cannot use our logos and symbols, trademarks or copyright materials unless we give you permission to do so. Our logos, symbols, trademarks, or copyright materials include the information published in our products, other than content that we allow to be shared for specific purposes via social media, or content that you provide for use in your advertisement, or that is identified as belonging to another party.

For those of you wanting to promote your Localist content, we'll provide you with:

- Localist icons for use on third-party sites that enable quick links to our site

- icons that can be used by approved customers who are Local Legends
- other icons and symbols as appropriate indicating advertiser status

Other trademarks and copyright

You are responsible for ensuring that you own all the content and images used in your advertising in Localist. In this respect:

- Your advertisements must not include any content that infringes the rights of any third party, including copyright, trademark, privacy, or other personal or proprietary right
- You must have intellectual property rights in your content and be permitted to display such content as advertising in Localist

AdMonkey/style guides

The advertising we create through our AdMonkey templating system can only be used in our own publications unless we have given you our prior written approval. We reserve the right to add, remove or edit any style guide at any time. If a style guide is removed or edited, the changes will be effective the next time you purchase advertising or make changes to your existing advertisement, or create a free online listing.

How our search works

Our search works so that consumers can easily and logically find what they are looking for - based on relevancy.

Print advertisements appear randomly in each sub category in each size group unless the position is a premium spot. In online and mobile, we produce search results based on an algorithm that combines locality, content quality and relevancy. We reserve the right to display advertising in a way that we believe best serves consumer needs.

We make a distinction between businesses based in an area, and those that service an area, and this is represented in our products.

Your business is limited in the number of advertisements you may buy in categories in our



books and online - business rules apply to ensure the best possible consumer search experience. Your Localist contact can help answer any questions about these rules.

Co-operative advertising

Localist allows groups of related businesses to buy co-operative advertising in our books and online, subject to certain conditions. Talk to one of our sales staff if you're interested in this sort of advertising.

Free listings and the A-Z index

Localist offers businesses the opportunity to list in its online directory for free. A subset of these businesses will be published in our A-Z directory in print, based on the type of business and their relevance to a particular guide, and the time of year that guide is published.

Making ads easy for consumers to use

The success of your Localist advertising depends on how clear it is for consumers to understand. To make your advertising as easy as possible to understand, you should avoid:

- capital letters in the middle of the sentence, except if it's necessary (for example, for a proper noun like Localist, or the name of your business)
- using abbreviations, except if they are well understood
- using acronyms except if they are written in full first or widely understood, for example "GST"
- incomplete sentences
- high use of brackets or parentheses "() { }"
- overusing hyphens: "-"
- colloquial use of symbols, for example "\$" in "\$ave", or as a substitute for longer words for example "&" instead of "and" or @ instead of "at", + instead of "plus" - except in URLs, email addresses or where it is part of your business name or trading name.

- overusing or repeating punctuation, for example "!!!"
- text-speak, for example LOL, l8r, pls
- inappropriately colloquial language
- listing more than three items within a sentence: instead, break the list out into bullet points
- smileys and other pictures using keypad punctuation.

On the other hand, please make sure:

- you use capital letters correctly at the start of a sentence and full stops at the end
- your basic grammar and punctuation is correct, and double-check it – especially apostrophes and commas (no "apostrophe's" and "comma,s" please!)

Destination URLs and downloads

If you include a URL or domain in the body of your advertisement, it must link to that same URL or domain. After all, we don't want to send people off in the wrong direction.

Landing pages linked from the Localist should not require the consumer to first enter personal information (such as name, date of birth, or phone number) except to enable an e-commerce transaction where the intent of the information is clearly spelt out.

Advertising must not contain or link directly or indirectly to a site that contains spyware or malware downloads.

Advertising must not contain or link to a site that facilitates or promotes collection of demographic and usage information from a user's computer without the user's express consent.

Spam

Your advertisements must not contain, facilitate or promote spam - either email or text - or other advertising or marketing content that violates applicable laws, regulations or industry standards.



Endorsements

Your advertisement must not suggest that we endorse the product or service, unless we have given you our prior written approval.

Use of brands in a business name

You may not use the names of products in your advertised business name unless that is part of the legal trading name of your business.

The last word: Localist reserves ultimate judgement

We reserve the right to refuse any advertisement we believe is incompatible with our guiding principles particularly our social responsibility. We also reserve the right to refuse any advertisement we deem contrary to the best interests of the company, including advertising that may injure the good name or reputation of Localist or any of its related brands.

We do not endorse any company simply because it is advertised in our products or promotional communications.

We have sole discretion to determine the types of advertising and promotion that will be accepted and displayed in our products. We are not responsible for the content or accuracy of third-party advertisements.

We have sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with advertising and promotion in our products. We may waive any

aspects of this policy at any time, or may change it at our sole discretion by posting a revised policy.

We reserve the right to reject, cancel, or remove any advertising from our products for any reason at any time. We will provide reasonable notice to you upon rejection, cancellation or removal of any advertising.

Localist advertising policy version 1.4
last updated 20 June 2011

Localist
co.nz