

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 audiences means we cannot and do not accept them all.

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 are open to all points of view and 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 if the ad breaches the laws of New Zealand, the Advertising Standards Authority (ASA) Codes, the principles set out in this policy, or if there is another compelling reason for us to do so.

Ads that are unacceptable on NZME platforms include ads that:

- breach NZ or other applicable laws;
- 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;
- lead to websites that contain information that cannot be factually 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.

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.

Where ads include elements resembling editorial content (eg. sponsored content) we may hold these ads/native advertising to specific standards and will at all times ensure the commercial connection is clear.

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 the requirement that:

- the advertisement clearly states the identity and position of the advertiser;
- opinion in support of the advertiser's position is clearly distinguishable from factual information; and
- factual information is able to be substantiated. 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.

As with other types of advertisement, NZME may decline advocacy advertisements if the ad breaches the laws of New Zealand, the ASA Codes, the principles set out in this policy, or if there is another compelling reason for us to do so. 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 then 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, including consultation with the executive team member(s) responsible for the



content on the platform(s) under consideration whilst being mindful of the separation of editorial and commercial responsibilities (as set out above).

Complaints

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

Adopted April 2022