

Advertising and editorial policy

This policy relates to advertising and editorial in all Master Builders' publications.

Advertising

Master Builders accepts advertising in Master Builders' publications according to the following principles:

- Master Builders will not accept advertising for any product or service that, in the publisher's opinion and at its sole discretion, is not in good taste, is dangerous or harmful, contains false or misleading information, or is offensive.
- In addition, Master Builders will not accept advertising for any product or service that conflicts with Master Builders' policy or competes directly with Master Builders' products and services. These include:
 - Construction industry training (with the exception of apprenticeship training organisations and services)
 - Telecommunications – the sale of any phone or internet products or services (Telstra)
 - Insurance
 - Fuel card-related products (Caltex)
 - Superannuation (BUSSQ)
 - Industrial relations, workplace health and safety, technical, or legal and contracts advice (with the exception of specific solicitors, as directed by Master Builders)
 - Construction industry contract documentation and signage
 - Online contract management systems.
- Master Builders will only reject advertising that conflicts with products and services of business partners and sponsors when a signed service level agreement (SLA) is in place that dictates exclusivity of product/service placement.
- Builders and subcontractors must be members to advertise.
- Any builder or subcontractor promoting building/contracting services must include their QBCC licence number in all material, in order to meet QBCC advertising requirements.

Editorial

The Editor welcomes editorial contributions from credible external authors, however placement is not guaranteed and all contributions are included at the Editor's discretion. Article proofs and layouts will not be supplied for review.

All contributions will be vetted for timeliness, relevance to Master Builders' members and technical accuracy.

Readers should be able to distinguish advertising and editorial content clearly. Any advertising that could be misconstrued as editorial content will be amended by Master Builders, at our sole discretion, so it is clearly labelled as an advertisement.

Advertorial will be positioned in the back half of the magazine, and must not use Master Builders' fonts or layout style.

Master Builders does not allow advertisers, business partners or sponsors to influence editorial decisions in the creation or presentation of content, or to make any changes to its content.

Master Builders will not accept editorial for any product or service that conflicts with Master Builders' policy or competes directly with any of Master Builders' products and services (including, but not limited to, the aforementioned list). Articles in question should be vetted by the appropriate business unit manager or director.

The Editor retains the right to cut, edit or otherwise alter all material submitted for publication to suit the publication's style and layout, and Master Builders' *Writing Style Guide* and *Brand Style Guide*.

Political contributions

Master Builders is committed to working with any elected government and opposition in the pursuit of key reforms and issues that provide positive benefits for Queensland's building and construction industry. As such, Master Builders welcomes editorial contributions from all political parties in relation to the building industry. When publishing political statements in publications, all parties and/or candidates will be invited to provide comment. Should any party or candidate choose not to contribute, publishing of single statements is acceptable.

Responsibilities

Contributors are responsible for ensuring that their submission is final, complete and correct, as Master Builders is not obliged to return editorial copy or proofs for review or approval.

Internal use only

It is the responsibility of the directors and managers of Master Builders to obtain approval from the Senior Leadership Team for additional products and services to be included in this policy. Once approval is obtained, written advice must be given to the Communications & Media Manager so this policy can be updated.

It is the responsibility of the Communications & Media Manager, the Editor (*Master Builder* magazine) and Regional Managers (newsletters) to ensure that all political candidates are provided with the opportunity to submit comments within a reasonable timeframe and that advertisements do not conflict with this policy.

It is the responsibility of the department that manages an SLA to advise when exclusivity arrangements are in place.

The Editor must ensure that editorial independence is adhered to.