

SMG ADVERTISING GUIDELINES

The AFL seeks to protect its intellectual property as vigilantly as possible and advertisers should be aware that AFL intellectual property may only be used under licence from, or with the express written permission of the AFL. Certain procedures must be undertaken for advertising that makes use of AFL images. The best process for advertisers is to seek early advice from The Slattery Media Group or the AFL Marketing & Communications Department at the concept stage. Note: concept material should be submitted at least a week before the material deadline to ensure due process is followed.

APPROVALS

All advertising must be submitted to the AFL for approval. The AFL reserves the right to reject any advertisement that:

- infringes the intellectual property of the AFL (including AFL uniforms, AFL logos, AFL club logos, emblems, names).
- connotes an association, affiliation or sponsorship with the AFL or the AFL competition where no such association, affiliation or sponsorship exists.
- contains information that is

misleading or deceptive or is likely to mislead or deceive.

- reflects unfavourably on the reputation, standing or goodwill of the AFL or the AFL clubs.
- contravenes AFL policy or procedure, or reflects unfavourably or unfairly on AFL policy or procedure.
- is in conflict with the commercial interests of a sponsor of the AFL or an AFL club.
- conflicts with an existing arrangement at the time of submission between the AFL and a third party relating to advertising.

USE OF PLAYER IMAGES

The Collective Bargaining Agreement (2007-2011), an agreement between the AFL and the AFL Players' Association, details the rights and responsibilities of the AFL and the AFLPA to manage the commercial and non-commercial application of player images. Player images cannot be used without the approval of the player, or the player's manager, and in some cases a fee may be required for this use. In certain cases, photographs showing a group of four or more players, equally represented and from the same team, may be used without

seeking individual player approval, but such must first be approved by the AFL in writing. AFL approval will also be required should the player or players be wearing AFL uniforms or displaying any other AFL intellectual property. For further information on using player images, please contact the AFL Marketing Department on (03) 9643 1999. Copies of the Licensing Operational Guidelines component of the AFL/AFLPA Collective Bargaining (2007-2011) Agreement are available on request.

USE OF LOGOS

The AFL logo and the competing teams' shields, guernsey designs, emblems and names are trademarks of the AFL and can only be used under licence or with the agreement of the AFL.

PHOTOGRAPHIC

Advertisers and agencies should be aware that only current AFL uniforms can be used in creative material for advertisements, and only after approval from the AFL Consumer Products Department. Use of these images is likely to incur a fee. The AFL

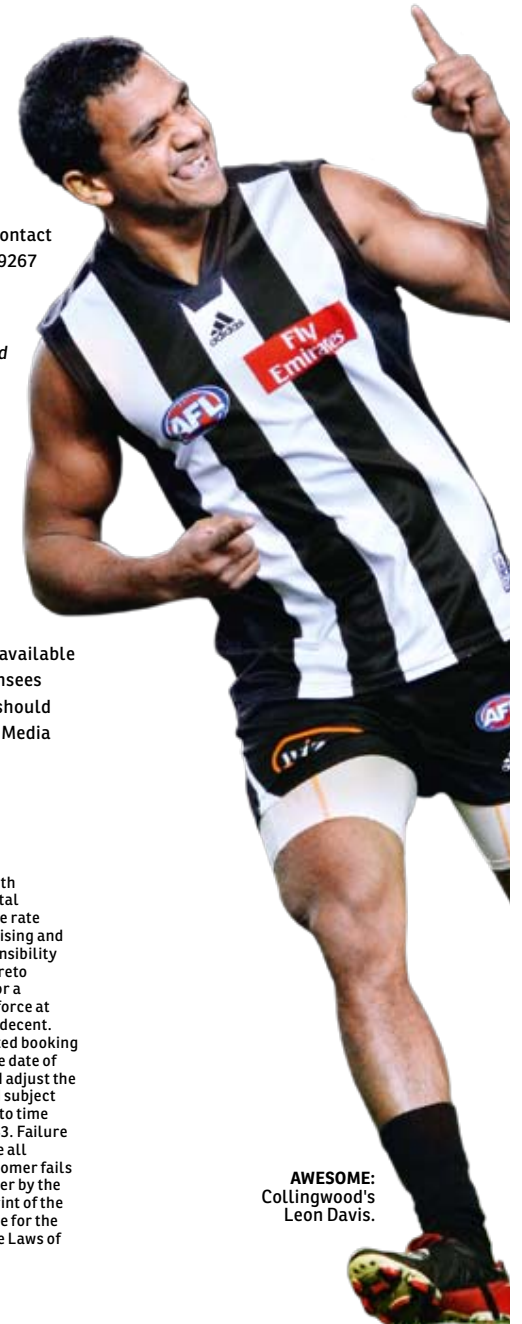
has licensed The Slattery Media Group as the AFL's official photographer and only The Slattery Media Group is licensed to provide on-field photography for commercial use. Advertisers requiring such photography can contact The Slattery Media Group on (03) 9267 2600.

OTHER AFL PUBLICATIONS

From time to time, the *AFL Record* publishes other magazines and books under the *AFL Record* brand. Advertisers wishing to include these publications in their schedules should inquire through Slattery Media Group on (03) 9627 2600. Some of these products could be available for promotional activities.

SPECIAL RATES

Special advertising rates may be available for AFL clubs, AFL sponsors, licensees or corporate partners. Inquiries should be directed through The Slattery Media Group on (03) 9627 2600.



AWESOME:
Collingwood's
Leon Davis.

The Slattery Media Group advertising terms & conditions

1) "The Publisher" is The Slattery Media Group Pty Ltd ACN 070 697 522 trading as The Slattery Media Group ABN 57 217 020 071. 2) The Customer is a person or organisation who enters into a contract with "The Publisher" and therefore is subject to the following terms and conditions. 3) "The Agreement" is evidenced by the acceptance of the customer's offer to advertise and/or sponsor and refers to the total space offered by the advertisement by the Publisher in the order form and/or the sponsorship in the sponsorship request for the designated period for the contract price. 4) The "contract price" means the rate agreed to by the customer to be charged by the publisher in the normal course of business for sponsorship and/or advertising and the like services pursuant to the agreement. Sponsorship and/or advertising and like service supplied will be subject to GST rate applicable. The figure is not included in advertised rates and will be added as a separate figure to agreements and invoices. 5) The customer accepts responsibility for any photographs, illustrations and written matter relating to its advertisements placed with the publisher and agrees to indemnify the publisher for any claims or demands whatsoever relating thereto including claims of breach of copyright. 6) The customer shall use space contracted solely for the purpose of advertising products, goods or services normally associated with business of the customer or a sponsor of the customer. 7) The customer shall ensure that all advertisements placed comply with the provisions of the Trade Practices Act and/or alternatively the Fair Trading Act (or their equivalent force at the time of publication) and hereby agrees to indemnify the publisher against any actions or claims arising from any alleged breach of the said Act or any Statute, or deemed to be libellous, obscene or indecent. 8) The customer agrees to comply with the technical and philosophical specifications as set out. 9) Any variation or cancellation of the agreement must be in writing and received no later than the indicated booking deadline prior to publication date, and will not be effective without the written acceptance of the publisher. The customer will be responsible for all costs incurred by the publisher up to and including the date of accepting such variation or cancellation. 10) Sponsorship of sections and the degree of editorial control, are subject to special terms and conditions. 11) The publisher shall have the right to appraise and adjust the contract price upon any variation of the agreed insertion schedule and on the increases of circulation. 12) Unless otherwise stated prices quoted remain firm for thirty days from the date of the order and subject to an increase of 10% for GST as per clause 4. 13) The customer shall pay accounts and invoices rendered strictly within seven days, unless otherwise noted. In respect of any amounts as made from time to time overdue the publisher may charge and the customer agrees to pay interest calculated at the rate of 2% higher than the rate specified from time to time under section 2 of the Penalty Interest Rate Act 1983. Failure to pay any amount due by the customer may also be accepted by the publisher as a repudiation of the agreement. 14) The advertisements are subject to approval by the publisher. The publisher shall take all responsibility to ensure the publication material is printed as ordered but accepts no responsibility for misplacement, amendments, omissions or failure to publish in the form as ordered where the customer fails to comply with deadlines outlined by the publisher for bookings, art supplied on disk and in house design. 15) A late fee of \$250 will apply when the customer fails to supply art work in the specified manner by the deadlines outlined. 16) The customer agrees to provide to the publisher all advertising material on Macintosh compatible disk preferable in InDesign accompanied with a quality black and white laser print of the final version, unless the publisher is providing finished artwork. The customer is responsible for collection or pick up of their own artwork and disks etc. 17) The publisher will not be liable or accountable for the customer or any other party for any cost, loss, liability or damage whether direct or consequential relating to the printing (including reproduction/print quality) and/or distribution of the magazine. The Laws of Victoria govern this agreement. Each Party irrevocably and unconditionally submit to the jurisdiction of the courts of this state.