

Advertising and Editorial Policies

The following policies apply to advertising and editorial material submitted for publication in the Australian Stock Horse Journal.

Advertising

Registered Stock

All registered stock must be advertised by their full name and in capital letters within the body text. The ASH Registration Number for the advertised horse must appear within the advertisement.

Country of Origin

Country of Origin references are permitted to appear, for example (USA) and (IMP) and the like.

Unregistered Animals

References to unregistered stock (including progeny listing) are not permitted to appear in advertisements in the ASH Journal except in the following circumstances:

- The unregistered stock appears in the direct extended pedigree of the horse being advertised. That is unregistered stock that is either Sire or Dam or Grandsire or Granddam and the like.
- Photos of unregistered stock are not permitted to be used in stud advertising in the ASH Journal.

References to other breeds

References to other breeds and other breed registration numbers are not permitted.

Horse Sales

- The Society has the right to refuse advertising in the Australian Stock Horse Journal for any independent sales held within 30 days of an approved sale and held within 500 kilometres of the approved venue.

- The Society will allow a maximum of a half page editorial and one photograph in the Australian Stock Horse Journal for independent sale results. The photograph and editorial must portray the involvement of Australian Stock Horses or Australian Stock Horse members at the sale.

- All sale advertisements in the Australian Stock Horse Journal must clearly stipulate that the sale is an ASH Approved Sale or Independent Sale.

Coach Advertising

Only current NCAS Accredited Coaches can advertise in the Australian Stock Horse Journal. Any references to a person being a coach in a story are to be removed if they are not an NCAS Accredited Coach.

Under 18

Any photos of young people under 18 years of age provided for editorial or advertising are subject to the following:

- Any young person under 18 years of age handling or riding a horse or being presented with a ribbon or other prize must have an approved equestrian helmet on for the picture to be published.
- No photos of young people under 18 years of age with Stallions are to be included in advertising.

Editorial

Unregistered Animals

References and photos of unregistered stock are not permitted to be used in editorial in the Australian Stock Horse Journal except in the following circumstances:

- The horse is of historical significance as determined by the Editor.
- The rider is under the age of 13 years competing at Branch level. The use of photos and editorial is to be strictly limited to the following:
 - A photo of a line-up for presentation will be allowed if unregistered horses are present and only the names of registered horses will be published. For young people under the age of 13, their name can be published if not a member and their horse's name can appear in the story.
 - No action photos are permitted of non-members (or temporary members) on unregistered horses.
 - Branches may permit people (13 years of age and over) to ride unregistered horses subject to Society approval. The use of photos and editorial are to be strictly limited to the following:

- A photo of a line-up for presentation will be allowed if unregistered horses are present and only the names of registered horses and members will be published. No action photos are permitted of non-members (or temporary members) on unregistered horses.

- For State and National events there are to be no photos or editorial of non-members or unregistered horses.

Under 18

Any photos of young people under 18 years of age provided for editorial or advertising are subject to the following:

- Any young person under 18 years of age handling or riding a horse or being presented with a ribbon or other prize must have an approved equestrian helmet on for the picture to be published.
- No photos of young people under 18 years of age with Stallions are to be published.