



Hobart International Airport Advertising Content Policy

Hobart International Airport Pty Ltd ("HIAPL") is committed to providing an advertising service that offers fair, equitable and consistent policies that benefit the Airport's users, advertisers, partners, stakeholders and Hobart International Airport Pty Ltd.

To advertise with Hobart Airport you must adhere to this advertising content policy.

HIAPL reserves the right to reject or refuse any ads that do not comply with our policies or advertisements that we do not think are suitable for any of our advertising assets including websites, newsletters and billboards, at our discretion.

Advertiser's Responsibility

Responsibility for the content of advertising at Hobart International Airport rests solely with the advertiser/s. The placement of such advertisements does not constitute a recommendation or endorsement by Hobart International Airport of the advertiser's products or services and each advertiser is solely responsible for any representations made in connection with its advertisement.

Advertising Content

Hobart International Airport will not publish advertisements that promote:

Bulk Marketing	No advertisements allowed if the implied use of the following products is unsolicited spam: <ul style="list-style-type: none">• email lists that are not 'opt-in';• bulk email software;• bulk messaging.
Discrimination and Violence	No advertisements that promote discrimination or violence. Advertisements advocating against any organisation or person are not permitted.
Illegal Products and Services	Products or services illegal for provision, sale or advertisement within Tasmania or Australia – including but not limited to: <ul style="list-style-type: none">• fake documents;• fireworks;• miracle cures;• online betting, gambling or gaming;• prohibited or prescribed drugs;• software "hacking" and "cracking" information;• prostitution.
Political or Religious Organisations	Advertising of a political or religious nature is not permitted.
Sexual Content	No advertisements that promote adult websites or sexual services, or adult products in an indiscreet manner.
Solicitation of Funds	Only government-registered charities may solicit funds.
Tobacco and Cigarettes	No advertisements that promote tobacco or tobacco-related products.
Weapons	No advertisements that promote weapons of any type.
Gambling	No advertisements that promote gambling (but excluding premises at which gaming is available).

Creative Approval

Hobart International Airport requires five working days to approve any creative content. All creative will be approved by the General Manager Business Development in consultation with the Chief Executive Officer where required.

For further information on advertising at Hobart Airport, please contact 03 62 161 600 or info@hiapl.com.au.

ENDS