White Pages® Online “Have You Considered? Plus” Advertising Rules

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White Pages® Online “Have You Considered Plus” Entry Policy and Rules are to be used as an appendix to the core White Pages® directories Entry Policy & Rules. Only Rules which are supplementary to the White Pages® directories Entry Policy & Rules have been included. Where any of the following are in conflict with the current White Pages® directories Rules, these supplementary Rules shall take precedence.

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Introduction

This document sets out the White Pages® Online “Have You Considered? Plus” Entry Policy and Rules.

The intent of these rules is to meet the following objectives:
- To preserve the quality and integrity of the White Pages® Online for the benefit of the user and customers.
- To allow uniformity in the content and presentation of advertising.
- To provide customers with consistent, equal and fair treatment.

Product Description & Overview

The “Have You Considered? Plus” product is a premium version of the Have You Considered? product offering advertisers a promotional rotating carousel of up to 5 image tiles to promote services, specials or promotions on their White Pages® Online listing (appearing in White Pages Online and White Pages Mobile (including tablet devices such as iPad® and T-Hub). The “Have You Considered? Plus” product is located on the right hand side of a customer’s.

The Have You Considered? Plus product is purchased on a perpetual basis with a minimum contract period of 6 months with a minimum of 30 days’ notice for cancellations. Please refer to the Sensis Product Contract Terms for more information on contract conditions (http://www.about.sensis.com.au/product-contract-terms).

Entry & Advertising Criteria

All existing and new White Pages® Online business customers may purchase the “Have You Considered? Plus” product.

Customers must meet the criteria of the White Pages® Online “Have You Considered? Plus” product terms and conditions and White Pages® Entry Policy & Rules.

The “Have You Considered? Plus” product is available in the White Pages® Online portfolio only.

Product Rules “Have You Considered? Plus” Product

The “Have You Considered? Plus” product is located on the right hand side of the advertisers White Pages® Online business listing.


A “Have You Considered? Plus” product includes the following components and criteria:
- Up to 5 images are displayed as a rotating image carousel of 300px wide by 250px high. At least one image must appear with this product.
- An advertiser logo of up to 156px by 30px incorporated into the bottom left of the image player. This logo includes a click through to the advertiser’s website homepage.
- A website link “Find out more” by default is included in the first carousel image. Default text is “Find out more” and customers can customise this text to suit.
- Each image may have a separate click through URL landing page from the image, which may include individual website page links from the advertiser’s website, link to their online store or other URL links such as links to their application’s online stores such as Apple® / Android™ etc. Links can also include links to the advertiser’s email addresses.
- Static images only may be used in the image carousel and advertiser logo.
- The product appearance may vary depending on the mobile device or tablet used to view the Have You Considered? Plus product.
- Where a customer has purchased White Pages® Online “Have You Considered? Plus” in more than one book area, they may have different image, click through URL or text if applicable for each book.

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• The product may be purchased on an individual listing on a White Pages® book area by book area basis. In addition to purchasing on a book basis, customers may purchase groups of book areas such as “all metropolitan books”, “all regional books” or “all books nationally” at a capped price (to qualify for a capped price, customers must have the same listing name for all book areas).
• The “Have You Considered? Plus” product content components can be tailored book by book area allowing customers to target their customers with specific campaigns or marketing messages and can be updated monthly if required.
• Advertisers who take up the “Have You Considered? Plus” product will be subject to Sensis’ policies for dealing with complaints from owners of trade marks that are included in the list of the top frequently searched terms. Those policies may require the removal of the advertiser’s “Have You Considered? Plus” product.

Product Rules – “Have You Considered? Plus” Own business advertisement
A business may purchase a “Have You Considered?” Plus when their business name/company name is a White Pages® customer

The customer must own the business/or company name referred to in the business name search to purchase a “Have You Considered? Plus” business advertisement.

Example: Customer- “Commonwealth Bank”, has the first option to purchase a “Have You Considered? Plus” advertisement for the business name of “Commonwealth Bank”.

Updating an already existing “Have You Considered? Plus Product
Advertisers are able to make updates once a month to their “Have You Considered? Plus” product by contacting the Sensis Online Customer care number or Sensis Sales Consultant.

Standards & Sensitive Words
For information on White Pages® Standards and use of sensitive words please refer to the Sensis Product Standards

Cancellations

For information on cancellation terms for this product, please read the Sensis Product Contract Terms.

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