

APAC External Advertisement Email Terms & Conditions

1. Purpose

APAC may offer members the opportunity to distribute advertisements for products, services, events, educational activities, employment opportunities, or other relevant initiatives through APAC's email communications. This service is intended to provide value to members while maintaining the integrity and credibility of APAC's communications.

Submission of an advertisement does not guarantee publication.

2. Identification of External Advertisements

To ensure transparency, all advertisement emails will be clearly identified as external content. The email subject line will include a clear identifier such as:

[External Advertisement]

This enables members to distinguish external advertisements from APAC's official communications.

3. Frequency of Advertisement Emails

To avoid excessive email communications and minimise subscriber fatigue, APAC will limit the number of advertisement emails distributed.

- A maximum of **2 advertisement emails per month** (from all different sources) will be sent.
- A maximum of **3 advertisement emails per advertisement over a period of 6 months** will be sent.
- APAC reserves the right to vary this limit based on operational requirements and member feedback.

4. Eligibility of Advertisements

Advertisements should be relevant to APAC members and provide professional, educational, scientific, healthcare, or other appropriate value.

Advertisements must:

- Be lawful and comply with all applicable regulations.
- Be truthful, accurate and capable of substantiation.
- Be relevant to APAC's membership.
- Be professionally presented.
- Clearly identify the advertiser.
- Meet APAC's technical specifications for email distribution.

5. Non-Permissible Advertisements

APAC will not accept advertisements that:

- Are political, racial, partisan or campaign-related.

- Promote controversial or divisive issues.
- Contain offensive, discriminatory, defamatory or inappropriate material.
- Promote illegal products, services or activities.
- Include misleading, deceptive or unsubstantiated claims.
- Conflict with APAC's mission, values or professional standards.
- Create an actual or perceived conflict of interest that cannot be appropriately managed.
- Are otherwise considered unsuitable at the discretion of the Editorial Committee.
- Misrepresent coaching credentials or misuse professional logos (including ICF, EMCC, APAC).

6. Editorial Review and Approval

All advertisements will be reviewed by the APAC Editorial Committee.

The Editorial Committee has sole discretion to determine whether an advertisement satisfies APAC's criteria and is suitable for distribution.

The Committee's decisions are final. This review process is intended to ensure fairness, consistency and transparency, and to minimise any perception of bias in the selection of advertisements.

Committee members with an actual or perceived conflict of interest must declare the conflict and recuse themselves from the review.

Acceptance of one advertisement does not imply acceptance of future submissions from the same advertiser.

7. Submission Timelines and Distribution

To facilitate a timely and efficient review process, advertisers should submit all advertisement requests sufficiently in advance of the intended distribution date.

- Completed advertisement submissions, including all required artwork and supporting information, should be submitted at least **2 weeks** before the requested distribution date.
- The APAC Editorial Committee will endeavour to review submissions within **5 business days** of receiving a complete application.
- Where revisions are requested, the review timeline will recommence upon receipt of the revised materials.
- Approved advertisements will be scheduled for distribution based on availability, publication priorities, and the monthly limit on external advertisement emails.
- APAC reserves the right to withdraw, postpone, or cancel any approved advertisement at any time before distribution if circumstances arise that may adversely affect APAC's reputation, legal obligations, or member interests.
- APAC cannot guarantee publication on a requested date and reserves the right to reschedule distribution where necessary.
- Late or incomplete submissions may be deferred to a later distribution date or declined.

APAC will use reasonable efforts to communicate the outcome of the review and the anticipated distribution date to the advertiser in a timely manner.

8. Advertisement Content and Artwork

The advertiser is solely responsible for all aspects of the advertisement, including:

- The accuracy and legality of all statements, claims and representations.
- Compliance with applicable laws, regulations and industry standards.
- Obtaining all necessary permissions, licences and approvals.
- The quality, formatting and suitability of all artwork, images, logos and other materials supplied.
- Ensuring that all submitted materials are free from copyright infringement or other intellectual property violations.
- Ensuring that any AI-generated content is accurate, lawful, and fully verifiable.
- Ensuring that testimonials, statistics, certifications and endorsements are genuine and verifiable.

APAC may request accessible formatting, readable text, functioning links, and image descriptions to ensure a positive member experience.

APAC reserves the right to request revisions to submitted material to meet technical or editorial requirements but is under no obligation to edit or redesign advertisements.

9. Advertising Fees

Advertising fees as determined by APAC is as follow and may be subject to change from time to time.

	APAC Members (SGD)	Non-APAC Members (SGD)
1 advertisement email /advertisement over 6 months period	30	50
2 advertisement emails /advertisement over 6 month period	50	80
3 advertisement emails per advertisement over 6 month period	60	100

The advertising rates above are for the same exact advertisement over a period of 6 months. All advertising fees must be paid in full before publication unless otherwise agreed.

Fees may be subject to GST/VAT or equivalent taxes.

Payment of any applicable fee does not guarantee acceptance or publication of an advertisement.

Unless otherwise agreed, advertising fees are non-refundable once an advertisement has been approved and scheduled for distribution.

10. Intellectual Property

The advertiser warrants that it owns or has obtained all necessary rights, licences and permissions to use all content, trademarks, logos, photographs, graphics and other intellectual property included in the advertisement.

The advertiser grants APAC a non-exclusive licence to reproduce and distribute the advertisement solely for the purpose of the approved email communication.

11. Disclaimer and Non-Endorsement

Publication of an advertisement by APAC does not constitute an endorsement, recommendation or approval of the advertiser, its products, services, opinions or claims.

Members should exercise their own judgment when considering any advertised products or services.

APAC accepts no responsibility for the quality, safety, performance or suitability of any advertised products or services.

Purchase of advertising does not entitle advertisers to access APAC's membership database, email list, or personal information.

12. Liability and Indemnity

The advertiser is solely responsible for the content of its advertisement.

The advertiser agrees to indemnify and hold harmless APAC, its officers, committee members, employees and representatives against any claims, losses, damages, liabilities, costs or expenses arising from:

- The publication of the advertisement.
- Any inaccurate, misleading or unlawful content.
- Any infringement of intellectual property rights.
- Any breach of applicable laws or regulations by the advertiser.

To the fullest extent permitted by law, APAC's liability for any claims relating to advertisement distribution is limited to the amount of advertising fees paid by the advertiser.

13. Distribution Method

Advertisement emails may be distributed from a dedicated APAC email address or mailing list that is separate from APAC's regular communications. This distinction is intended to enhance transparency and enable members to better manage their communication preferences.

14. Member Communication Preferences

External advertisement emails will be sent to members by default.

Members who do not wish to receive these communications may unsubscribe from advertisement emails at any time using the unsubscribe mechanism provided.

Unsubscribing from advertisement emails will not affect receipt of essential APAC communications, including official notices, newsletters, educational information or other core membership updates.

15. Policy Review

APAC reserves the right to amend these Terms & Conditions at any time.

The policy may be reviewed periodically to ensure it continues to meet the needs of APAC and its members.

16. Data Protection & Privacy

APAC will process member information in accordance with applicable privacy laws, including the Singapore PDPA and, where applicable, GDPR or equivalent regulations.

Advertisers will not receive APAC member email addresses or personal information unless separately authorised by the affected members.

17. Complaints Handling

Complaints regarding advertisements must be submitted in writing within 14 days of distribution.

The Editorial Committee will review all complaints, and its decision shall be final.

18. Repeated Breaches

APAC may suspend or permanently refuse advertising privileges to advertisers who repeatedly breach these Terms & Conditions.

19. Sanctions & International Compliance

Advertisers warrant that they are not subject to international sanctions, export restrictions, or prohibited trade regulations.

20. Appropriate Use of APAC Name

Advertisers may not state or imply that APAC sponsors, certifies, accredits, or partners with the advertiser unless separately authorised in writing.

21. Force Majeure

APAC shall not be liable for delays or failure to distribute advertisements due to circumstances beyond its reasonable control, including natural disasters, pandemics, cyberattacks, server failures, or other unforeseen events.

22. Governing Law & Dispute Resolution

These Terms & Conditions shall be governed by the laws of Singapore.

Parties shall first attempt to resolve disputes through good-faith discussions.

Where unresolved, disputes shall be subject to the exclusive jurisdiction of the Singapore courts.

23. Contact Details

For more information and requests for these services, please email advertising@apacoaches.org.