



ELECTRONIC DIRECT MAIL (eDM)

NSW Seniors Card can arrange the email of special offers to Seniors Card members that have provided us with their email address and that have opted in to receive special offers.

Please allow 2 weeks for campaign review / approval and 4 working days for data to be supplied.

TERMS AND CONDITIONS:

- The Marketer must provide a campaign brief and an example** (draft PDF or HTML) of the special offer material sought to be emailed to NSW Seniors Card members (Campaign Material), together with a copy of this application to: NSW Seniors Card, Level 5, 83 Clarence Street, Sydney 2000, OR email business@seniorscard.nsw.gov.au.
- Specifications of the Campaign Material:**
 - Artwork must be supplied in HTML format
 - Total file size limit is 250kb
 - Maximum width of any image is 610px to ensure it fits within the Seniors Card template
 - Images to be web optimized and no greater than 50kb
 - Code must use html tables only (no div tags). Put widths on all TD's
 - Artwork to have a white background
 - Artwork to be sent in a zip file with index.html and images folder
 - Links cannot have any style attributes in them, eg the suite will not be able to report on this link: `Link` however this link : `Link` is fine.
- The Seniors Card logo must not be used in any of the Campaign Material. The Seniors Card Welcome Here logo (available from Seniors Card in .eps format), may be used in the Campaign Material, provided that the following text is printed alongside the Welcome Here Logo:

Seniors Card Member Benefits: (Business Name) participates in the NSW Seniors Card 'Member Benefits Program' and is authorised to use the Seniors Card Welcome Here logo. Seniors Card does not endorse or recommend any offer, product or service in the Member Benefits Program, and is not a party to any offer made by (Business Name).
- The Campaign Material is subject to approval by the Director of Corporate Communications, Ageing, Disability and Home Care, Department of Family & Community Services (ADHC). ADHC reserves the right to refuse any Campaign Material. Marketers will be notified via email within 2 weeks of receipt of the booking form.
- The Marketer warrants that the Campaign Material is not likely to mislead or deceive any recipient and complies with all of the laws of Australia and NSW. **All disclaimers must be at least 8pt.**
- The Marketer indemnifies the State of NSW against all liability, costs or expenses (including legal costs and expenses on a full indemnity basis) incurred by ADHC by reason of the Campaign Material not complying with these Terms and Conditions, or incurred where ADHC receives any allegations or complaints about the Campaign Material.
- The Marketer consents to ADHC making enquiries to and exchanging information with the Office of Fair Trading and other authorities regarding the Marketer's trading activities and any other matters relevant to the campaign.

8. Member's data will not be supplied to the Marketer.
9. A tax invoice will be sent to the Marketer. Payment terms are 30 days from invoice date. Rates are subject to change without notice.
10. ADHC may terminate a campaign at any time if ADHC believes that the Marketer has breached or acted inconsistently with these terms and conditions.
11. The Marketer agrees that upon the cessation of any campaign, all Seniors Card Welcome Here logos will be immediately removed or withdrawn from display or advertising material.

For more information:

See: www.seniorcard.nsw.gov.au

Email: business@seniorcard.nsw.gov.au or call: 02 8270 2429