

TRA Terms and Conditions of Advertising and Listings

The Reiki Association is rooted in and honours the Usui Shiki Ryoho system of Reiki (USR). Our terms and conditions are set in accordance with USR traditions and we ask that you honour these terms if you wish to advertise on our website or in our Touch Magazine.

The Web Team, Web Editor and Touch Editor reserve the right to refuse or modify any advertisement which any of them consider is not in tune with these terms and conditions.

The Usui Shiki Ryoho system of Reiki is an oral tradition with teachings handed down from master to student in person. Whilst we accept advertising representing other styles of Reiki, the advertisements themselves and the subject or matter advertised must be in tune with our oral tradition which we hold sacred at the heart of The Reiki Association. This means we do not accept advertising of:

- any book or manual which attempts to represent or include in its content actual Reiki teachings such as initiations or symbols of any level of Reiki
- any form of online Reiki teaching, or any mention of online Reiki teaching
- any on or offline publication which includes visuals of the Reiki symbols which we hold as sacred and hold only to be passed in oral tradition from masters to students
- any form of expression which goes beyond a plain 'notice of class'. A plain 'notice of class' may include pertinent factual details and information essential to the participant. Examples of acceptable pertinent information might be a reference to small/large venue, small/large group, wheelchair access, parking, meals provided/bring food to share, treatment tables provided/welcome, women/men only, lineage of teacher, style of Reiki, clothing comfort/no clothes removed, CPD value, certification, flights included, airport/train pick up included, accommodation details, prices, concessions, timings etc.
- any form of expression which appears to promote a better quality of Reiki, as in 'best quality of Reiki'... or... 'direct from Takata masters'.
- any form of expression which appears as the promotion of self or contains advertising language which appears to 'puff-up' or represent the inflated promotion of the advertiser, the teacher, venue or the class itself. For instance, it is ok to say 'Reiki Master, Usui Shiki Ryoho, 25 years experience of teaching Reiki' but it is not ok to say 'the oldest and best Reiki master bringing you the traditional way of learning Reiki'.

All notices and advertisements need to be aligned with ASA guidelines (<http://www.cap.org.uk/>), and The Reiki Association will not accept any advertising which makes claims or judgements about Reiki or any other form of healing or

therapy which cannot be upheld in law and is not in accordance with ASA guidelines.

No advertisement or notice placed on the TRA website or in Touch Magazine can be taken as being any form of recommendation or endorsement of the advertiser or the subject of the advertisement. Users and readers must do their own research and due diligence to satisfy themselves that the person or product is suitable or right for their needs. TRA takes no responsibility for the outcome of actions or arrangements based upon the information provided.

Payments, Cancellations and Refunds

All terms and conditions of payment for advertisements in Touch Magazine are subject to the terms and conditions stated in the magazine or as supplied in writing by the Touch team or Touch editor. Any such terms and conditions form a part of these TRA terms and conditions of advertising and listings.

TRA cautions all advertisers to carefully read and be sure they have understood all terms and conditions of advertising and listings before placing their advert. **Please check for further advice before placing your advert if you are not clear.** Once submitted and paid for, we cannot offer refunds. However, if advertisements or listings for any online and other TRA publications are deemed not to be appropriately aligned to our terms and conditions, advertisers will be able to choose to accept the required amendments from the webmaster, editor or TRA admin but there will be an amendment fee of £5. If the amendments are not accepted we regret that the advertisement will be removed.

All terms and conditions for advertising and listings apply to the lifetime of the advertisement and or publication whichever is the longer period.

Use of TRA Logo

The TRA logo is not available for use by any person or organisation except authorised officers of The Reiki Association and with the permission of Council. We understand that members may wish to promote their association with TRA so we would encourage members who are Verified Practitioners to apply for a special TRA logo. This is available free of charge and may be used by Verified Practitioners so long as their membership status is current.

Web Links – Important Advice

A link to the advertiser's website from the advertisement is allowed but we strongly recommend you help your own SEO and the search engines to find your advert by linking from your website to the relevant page on the TRA website i.e. Reiki Directory, Reiki events, Classified Advertising.

Touch Magazine and other printed publications

Touch Magazine is a quarterly magazine which accepts display and classified advertising. Advertisements will be accepted, subject to all terms and conditions stated above. However, Touch Magazine does not accept advertisements for Reiki classes or workshops which offer Reiki initiations at any level unless the advertiser is already listed in The Reiki Directory.

All advertisements submitted to Touch must adhere to our Advertising Terms and Conditions above. The final decision to accept advertising rests with the Touch Editor and is subject to the availability of suitable space.

At the current time no advertising space other than for in-house adverts is available in other TRA publications.

Online Advertising and Listings

Classified Advertising

This section is for advertising commercial and business ventures including the advertising of health fairs, exhibitions, open days etc. Commercial or business ventures may be full or part-time, even just a sideline or a one off promotion. This section is not generally appropriate for advertising Reiki Shares or Events as these are probably better placed and most likely to be found under Shares or Events. However, you may wish to consider this Classified section for supplementary advertising of special events, one-off Reiki shares and so on.

Advertisements for Reiki Classes and workshops are only accepted in this section if the advertiser is already listed in The Reiki Directory listing. All advertisements of Reiki classes and workshops must adhere to our Advertising Terms and Conditions above so please read them carefully.

Advertisements in Classifieds may only be placed by a TRA member, and TRA admin on behalf of itself, or others, if some arrangement has been made to warrant this. During creation of the entry there are setting options which allow the advertisement to be seen or comments posted by everyone, or only by members.

It is the responsibility of the creator of the entry to ensure these settings are as required. If postings attract any inappropriate use this should be reported immediately via the link provided so we may remove the posting.

It is recommended that in your menu My Settings>Email Settings you ensure you have allowed email notifications of postings in Classifieds to be sent to you.

Events

Events may include one-off Reiki shares, for instance if held in aid of charity, Reiki Home or TRA.

All TRA terms and conditions of advertising and listings apply.

Advertisements under Events may only be placed by members. During creation of the entry there are setting options which allow the advertisement to be seen or comments posted by everyone, or only by members.

It is the responsibility of the creator of the entry to ensure these settings are as required. If postings attract any inappropriate use this should be reported immediately via the link provided so we may remove the posting.

It is recommended that in your menu My Settings>Email Settings you ensure you have allowed email notifications of postings in Events to be sent to you.

Reiki Shares / Reiki Share Groups

Only TRA members may place entries in this section. Share participants do not need to be TRA members unless this is a choice of the organiser.

We very much recommend and encourage all members to list their Reiki shares or group meetings (however small) in this section. New members are always looking for Reiki shares and ways of making local connections. In the spirit of community and connection which is at the heart of The Reiki Association, please assist by engaging in this process.

All TRA terms and conditions of advertising and listings apply.

Advertisements under Reiki Shares / Reiki Share Groups may only be placed by members. During creation of the entry there are setting options which allow the advertisement to be seen by everyone, or only by members. There is also an option to allow postings by members or none at all.

It is the responsibility of the creator of the entry to ensure these settings are as required. If postings attract any inappropriate use this should be reported immediately via the link provided so we may remove the posting.

Free Advertisements

Free Ads listings are essentially for offering items for sale or to give away to a good home, or a one time offer of a service, requests for volunteers or support, or specific job offers. Advertisements for Reiki classes, Reiki practices, events, Reiki shares, holiday rentals or other commercial ventures should be entered in the appropriate section (Reiki Directory, Events, Share Groups, Classifieds)

Entries are free to place but if you have found the Free Ads service useful, we would be grateful if you would donate to TRA funds, which are all used for the benefit of its members.

All TRA terms and conditions of advertising and listings apply.

Advertisements under Free Ads may only be placed by members. During creation of the entry there are setting options which allow the advertisement to be seen or comments posted by everyone, or only by members.

It is the responsibility of the creator of the entry to ensure these settings are as required. If postings attract any inappropriate use this should be reported immediately via the link provided so we may remove the posting.

Leaflets and other non-TRA publicity material

Any publicity material such as promotional leaflets, cards etc., not produced by TRA itself needs to comply with all TRA terms and conditions of advertising and listings if it is brought for display or distribution at TRA sponsored or endorsed events or TRA stalls at events, workshops and so forth. Advertisers or event/workshop participants wishing to use Non-TRA produced material will need to seek approval from a TRA Council member or the relevant TRA event planner.