



Ethics Guidelines 2009

Avant Card is committed to producing ethical advertising. We attempt to only produce and distribute advertising that is based on values and principles that are morally, socially and environmentally responsible.

Our primary aims are:

- to ensure the business of our clients is ethical.
- to avoid clients that, to our knowledge, unnecessarily harm people, animals or the environment.
- to distribute images and messages onto our displays that are appropriate for our venues' audiences.

The Avant Card team takes active steps to ensure the business of our clients agrees with our ethics and principles. This includes making enquiries with prospective clients about their ethical position and checking with 'watchdog' organisations about the ethics of prospective clients.

We apply rigorous guidelines to ensure that postcards containing appropriate messages and images are distributed to display stands across a variety of venues.

At Avant Card we practice what we preach. Our team complies with internal codes of conduct for ethically responsible work practices.

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