



THE MACKAYAN

Reciprocal Link Agreement

The Mackayan accepts links within the Magazine site from other organisations on a reciprocal basis, providing that certain criteria are met. This policy outlines the kind of links which may be accepted, together with the format, type(s), and the conditions to which a reciprocal agreement may be reached.

Logos

The logos of other organisations may be presented for inclusion on our “supporters” page, together with an **http** link to a page of your choice. We are particularly interested in supporters from the Arts, Music, Literature Industries. Links may be placed on our site providing that:

- **The source page is owned or managed by you and is a permanent page**
- **Our logo is also placed on a permanent page of your choice, together with our URL to the front page of the magazine**

Restrictions

We cannot accept agreements for **religious, political or adult content** pages. The same also applies to pages whose first language is not English, or where the website owner is below the legal age where-by they can enter into agreements (within their jurisdiction).

Similarly, logos will be removed from our site should it be found that the reciprocated link is no longer present.

Views

The placement or agreement to place links by no means implies agreement with any of the views and opinions being expressed by either party or their stakeholders in relation to any content on any site to which either logo(s) are present, the same applies for web links (urls).



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Article Inclusion Requests

A reciprocal link may be placed within certain articles on the site, in the case where it is mutually agreed between the Chief Editor and the owner of the outbound link, that the content is relevant to the article in question, **and** does not lead to an advertisement.

Links within articles naturally gain more exposure, as they are posted out to numerous sites and audience members upon publication. As this forms part of the reciprocal agreement, it is expected that the article in question is also posted out to your audience, on relevant platforms where your organisation is also present, including Facebook, Twitter, LinkedIn and suchlike.

Requests for article links may be made:

- **As a prospective Suggestion:**
The editorial team will consider your request and reference your link and site for inclusion as part of the discussion within a future article, providing it is relevant.
- **As a Suggestion to a past article:**
Similarly, the team will peruse your request and amend the article, if it is mutually beneficial to both parties. This **may not** result in the reposting of the article to our audience.

Contact:

For further information, or to request a link, email:

Info@houghtonandmackay.com