



## Advertising Policy for Gt Barton Village Newsletter

This policy sets out our definition of advertising and the terms upon which advertising may be both sought and accepted by the Parish Council.

For the purposes of this policy, advertising is defined as “an agreement between the Parish Council and the advertiser to display information to promote the sale of commercial products or services for an agreed fee”.

The policy is aimed at providing positive advice to prospective advertisers on what are and what are not acceptable forms of advertising, without being too prescriptive or detailed.

It is not an exhaustive list and takes as its starting point that all advertising falls within the rules and guidelines laid out by the Advertising Standards Authority (ASA) ([www.asa.org.uk](http://www.asa.org.uk)) and upholds the rules laid out in the British Codes of Advertising and Sales Promotion and the Code of recommended practice on Local Authority publicity:

<https://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity>

The basic principles of the codes are that advertisements should:

- Be legal, decent, honest and truthful.
- Be created with a sense of responsibility to consumers and to society in line with the principles of fair competition generally accepted in business and that the codes are applied in the spirit as well as the letter. A full copy of the codes is available on the ASA website.
- Not be of a racial or political nature or any advertising which may be construed as offering services of a sexual nature.
- Not be from gambling organisations, manufacturers of tobacco or alcohol products.
- Not contain advertising which the Parish Council and Parochial Church Council may reasonably consider to be objectionable.

All advertisements are accepted at the discretion of the Newsletter Working Group, who reserve the right to refuse any advertisement without reason.

The Gt Barton Village Newsletter is published 4 times a year in Spring/Summer/Autumn and Winter. The newsletter is A4 sized with a full colour front and back cover and the remaining of the pages in black and white.

Details of advertising rates and copy dates are available from the newsletter editor [editorgbpcnewsletter@gmail.com](mailto:editorgbpcnewsletter@gmail.com) or the Parish Clerk [infogbpc@gmail.com](mailto:infogbpc@gmail.com)

The advertising rates will be agreed annually by the Parish Council. Advertisers must supply a word or jpeg version of the advertisement by email to [infogbpc@gmail.com](mailto:infogbpc@gmail.com). Images or .pdfs

must be of high quality/resolution otherwise the quality of the final image cannot be guaranteed.

For small or large box advertisements without illustration, emailed or hardcopy advertisement text is acceptable. Text only adverts can be sent in the body of the email or as a word document.

Space for advertisements may be limited at the editor's discretion and advertisements will be accepted on a first come, first served basis. Any advertisements submitted but not published will be given priority for the following edition.

Where advertisers are unsure or in doubt about this policy, please consult either the Editor via email: [editorgbpcnewsletter@gmail.com](mailto:editorgbpcnewsletter@gmail.com) or the Parish Clerk via email: [infogbpc@gmail.com](mailto:infogbpc@gmail.com)

#### Deadlines:

- The deadlines are published in the newsletter
- All copy is to be paid in advance prior to that date.
- Articles must be submitted by email to the editor.

#### Disclaimer:

Acceptance of advertising does not imply endorsement of products or services by the Parish Council or the Parochial Church Council. No guarantees are provided to the advertiser as to the success or otherwise of any publicity. No refunds will be provided in these circumstances.

#### Conflict of interest:

The Councils' officers and members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of editorial advertising with that particular organisation.

### **Commercial Advertising Rates for Gt Barton Village Newsletter**

All advertisements are accepted at the discretion of the Editor. A confirmation of order will be sent to the advertiser. Strictly payment terms with the advertisement to ensure inclusion.

<b>Size</b>	<b>Dimensions of type area</b>	<b>Cost per insertion</b>
Back page – Colour	W185mm x H265mm	£120
Back inside cover - monochrome	W185mm x H265mm	£110
Full page	W185mm x H265mm	£100
Half page (horizontal)	W185mm x H130mm	£50
Quarter page	W90mm x H130mm	£25
Large Box	W90mm x H60mm - (approx. 14 lines)	£13.50
Small Box	W90mm x H30mm - (approx. 7 lines)	£9.00
Small Ads (for sale, wanted, lost or found)	Text only	£5.00 per item

**Adopted by Gt Barton Parish Council 31/3/22 .....Review due May 2023**