



# Balderton Parish Council

## Newsletter Advertising Policy

Adopted on September 25<sup>th</sup>, 2024

### 1. Purpose

The Parish Council Newsletter aims to support and promote local businesses while providing valuable information to our community members. This policy outlines the terms and conditions for advertising within our newsletter to ensure consistency, fairness, and appropriateness of content.

### 2. Eligibility

- i. **Local Businesses Only:** Advertising space in the Parish Council Newsletter is available exclusively to businesses in the local area. This is to support our local economy and community.

### 3. Advertisement Content

- i. **Appropriate Content:** Advertisements must be relevant, family-friendly, and suitable for all audiences.
- ii. **Prohibited Content:** Advertisements must not contain:
  - Offensive, misleading, or false information
  - Adult content or services
  - Political messages, endorsements, or content related to political campaigns or candidates.
  - Content that discriminates against any group based on race, gender, religion, nationality, disability, or any other characteristic.

### 4. Submission Guidelines

- i. **Ad Formats:** Advertisements should be submitted in a high-resolution format suitable for print – 300 dpi and sent as a jpeg or pdf.

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- ii. **Size and Placement:** The Parish Council will determine placement within the newsletter.

## 5. Approval Process

- i. **Review:** All advertisements are subject to review and approval by the Parish Clerk to ensure they meet the outlined guidelines.
- ii. **Rejection:** The Parish Council reserves the right to reject any advertisement that does not comply with this policy or is deemed inappropriate for publication.

## 6. Fees and Payment

- i. **Advertising Rates:** The table below provides advertising rates. Rates are subject to change and will be reviewed annually.

Proportion of A5 page	Price (including VAT)
¼ page	£20
½ page	£30
Full page	£50

- ii. **Payment Terms:** Full payment is required upon approval of the advertisement and within 1 week of the invoice date. Payment must be received before publication. Payment details will be provided with the invoice.

## 7. Liability and Indemnity

- i. **Accuracy and Responsibility:** Advertisers are responsible for the accuracy of their content. The Parish Council is not liable for any errors or omissions in advertisements.
- ii. **Indemnity:** Advertisers agree to indemnify and hold harmless the Parish Council from any claims arising out of the publication of their advertisements.

## 8. Contact Information

For enquiries, submissions, or further information regarding advertising in the Parish Council Newsletter, please contact:

Email: [office@baldertonparishcouncil.gov.uk](mailto:office@baldertonparishcouncil.gov.uk) Telephone: 01636 703626

## 9. Policy Review

This advertising policy will be reviewed annually to remain relevant and practical.