

SCARNING PARISH COUNCIL

ADVERTISING POLICY

Scarning Parish Council will allow advertising in its Newsletter and on its website, www.scarninginfo in order to generate income and to continue to provide services for its parishioners.

This document aims to set out the content policies, standards and limitations to this activity.

The document will be available from the Parish Clerk on request and will be added to our website so that it can be used as a reference for businesses that may wish to advertise either in the Newsletter or on the website.

Why advertise?

Scarning Parish Council considers that advertising through the Newsletter will help to reduce the costs of producing six newsletters a year.

In terms of its website, the Parish Council considers that advertising will generate income for ongoing maintenance and any future development of the website.

Revenue

An advertisement in the Newsletter will cost £90 pa for a quarter page, £120 pa for a half page and £210 pa for a full page.

All charges will be reviewed by the Parish Council annually.

An advertisement on the Village Website will cost £10 for a one-year period.

All charges will be reviewed by the Parish Council annually.

Policy

Most advertising from local and other businesses will generally be acceptable.

The Council will ultimately make this decision on an individual basis.

Any advertising in the Newsletter or on our website must be:-

Honest, responsible, legal, fair.

Advertising displayed in the Newsletter or on our website will not:

Be political in nature or appear to be designed to affect public support for any political party.

Be inappropriate or objectionable.

Be likely to subject the Council to prosecution.

Be likely to attract complaints.

Displaying an advertisement in the Newsletter or on our website does not mean that the Parish Council either endorses the product or services being advertised, or that it is responsible for their quality or reliability.

Approval

The Clerk will review advertising in the Newsletter and on the website to ensure suitability.

The Council reserves the right to refuse advertising for any reason without explanation.

The Council reserves the right to remove adverts from the website once placed, if necessary.

Conditions

The Council will accept advertisements for village related activities such as fetes and Open Days. These will be included as news on its Bulletin Board, not as single advertisements. In this event, no charge will be made. It will not accept advertisements from individuals or groups who will personally or collectively profit from any such event.

No more than 50% of the newsletter is to be advertising.

All enquiries should be directed to the Parish Clerk at scarningclerk@binternet.com

This policy was reviewed without amendment at the Council's meeting held on 15 January 2018.

The policy will be reviewed in January 2019.

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(Chairman)

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(Parish Clerk)