



# Advertising Policy for the Village Newsletter Abberton and Langenhoe Parish Council

This procedure was reviewed and agreed at a meeting of the Full Council held on Monday 9 December 2024 (Min. 151/24). Next review due December 2025

## General

This policy outlines the approach that Abberton and Langenhoe Parish Council (ALPC) will take in accepting advertising that will be inserted into the periodic newsletter.

It is the intention of ALPC to publish adverts in accordance with the UK Code of Non-Broadcast Advertising, Sales, Promotion and Direct Marketing.

## UK Code of Non-Broadcast Advertising

The following limitations will apply. ALPC:

- reserves the right to refuse to place an advert should it be determined the content is contrary to the spirit of the newsletter or contravenes this policy
- by agreeing to place an advert does not endorse or recommend any commercial product or service
- takes no responsibility for any events, services or items advertised in the newsletter by a third party.

## Prohibited Products, Services

ALPC will not allow advertising in the periodic newsletter, which is considered inappropriate. The following list is not exhaustive but may include (as example) organisations that promote advertising of:

- political parties
- gambling, betting or gaming
- alcohol or tobacco products
- adult only content.

## Advertisers

Commercial advertisers will be charged the same rate regardless of their geographic location.

Advertising rates –

- £31.50 – half page
- £52 – full page