



ABBERTON AND LANGENHOE PARISH COUNCIL

Policy for Acceptance of Advertisements for Parish Magazine

This procedure was reviewed and agreed at a meeting of the Full Council held on 9th January 2023 (Min. No 174/22) and 11th December 2023 (Min 14/323)

Next review due December 2024

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 magazine.

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 magazine 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 magazine, 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 –

£30 – half page

£50 – full page