

FLORE PARISH COUNCIL

Advertising Policy – Flore Messenger

General

This policy outlines the approach that Flore Parish Council will take in accepting advertising that will be inserted into the local newsletter (Flore Messenger).

- Flore Parish Council will aim to publish adverts in accordance with the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing.
- Flore Parish Council reserves the right to refuse to place any advert should the Councillors determine that the advert content is contrary to the spirit of the newsletter or contravenes this policy.
- Flore Parish Council by agreeing to place an advert for the advertised fee does not endorse or recommend any commercial product or service. Flore Parish Council takes no responsibility for any events, services or items advertised in the newsletter by a third party.

Prohibited products, services and advertisers.

- Political organisations may not place an advert.
- Gambling organisations are not considered appropriate.
- Organisations advertising tobacco products.
- Organisations advertising adult only content.

Advertising

Flore Parish Council agrees:

- That an additional page of A4 (folded to A5) can be inserted to the normal Messenger, if necessary
- Content will be in black/white (no colour included)
- Invoice will be sent to the business when advert received.
- Payment to Flore Parish Council by bank transfer only
- Money raised is to off-set the production costs.
- Advertising for any community groups or charities in Flore Parish will be free.
- Advertising for any business based in Flore or which affects Flore residents will be charged at the agreed rate.

Advertising rates

As of October 2024 (costs per month)

Directory entry – line text only £10

Advert half page £25

Advert full page £50

If an advertiser agrees to 6 consecutive advertisements, then the cost will be reduced (5 months instead of 6).

Agreed 10th September 2024