

# Uffington Parish Council

## Advertising Policy

<b>Reviewed by</b>	<b>Amendments</b>	<b>Adopted Date</b>	<b>Next Review Date</b>
Simon Jenkins	Original Policy	November 2017	July 2019
Parish Council	-	July 2019	August 2021
Clerk	Reformatted document	August 2021	July 2023
Clerk	Reformatted document	July 2023	July 2025
Clerk	Reformatted document/advertising charge amendment	June 2024	July 2025

### **1. Introduction**

1.1 Uffington Parish Council (the 'Council') encourages appropriate and relevant advertising (colour or black/white) in the media platforms which it supports; these are:

- 1.1.1 uffington.net, the village website.
- 1.1.2 The Courier, a quarterly A5 magazine publication.

1.2 Printing costs for both the Courier and website maintenance are borne by the Council.

1.3 Sufficient copies of the Courier are printed for it to be distributed free of charge to all households in Uffington, Baulking and Woolstone.

1.4 The Council retains the right to refuse to publish an advertisement, and to decide where advertisements are placed. Inclusion of an advertisement does not imply any form of recommendation or endorsement by the Council.

### **2 Charges**

2.1 The annual charges are:

- 2.1.1 Whole page: £80.00
- 2.1.2 ½ page: £40.00
- 2.1.3 ¼ page: £20.00
- 2.1.4 Website entry: £10.00 (Free of charge for Courier advertisers). Links to external commercial websites are acceptable at the discretion of the Council.

2.2 One-off or advertisements placed in the Courier during the annual period will be charged at a proportionate rate. Website entries will be charged at the standard annual rate. The Council reserves the right to reduce or remove any charge.

2.3 The above charges are exclusive of VAT, which will be itemised on all invoices. The charge will be payable annually in advance, and the annual period will be from 1<sup>st</sup> June to 31<sup>st</sup> May. Payment will entitle the applicant to an advertisement in 4 editions of the Courier (Summer, Autumn, Winter and Spring) and entry on the uffington.net website during the annual period.

2.4 If payment is not received with two months of an invoice being submitted the advertisement and any website entry will be removed.

2.5 The charge for advertising will be reviewed annually.

2.6 Invoices for the annual period will be raised during April/May.