

Folkestone Town Council Advertising and Sponsorship Policy

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Advertising and Sponsorship Policy

1 Advertising:

The policy below sets out the general approach for advertising in the Town Crier, Internet and other Council publications. The principles aim to reflect the Council's commitment to fairness, and transparency in the way it conducts itself in the public domain.

1.1 Council liaison with prospective advertisers & general rules

- 1.1.1 The Council does not canvass for advertising – the onus is on prospective advertisers to contact the Council in the first instance
- 1.1.2 Advertisers are treated on a first-come, first-served basis
- 1.1.3 No more than one page of advertising will be included per issue of Town Crier
- 1.1.4 Advertisements may not be booked more than a year in advance
- 1.1.5 Advertisers will be within the Folkestone Town Council boundaries.

1.2 Advertising should not :

- 1.2.1 Appear to be designed in whole or in part to affect public support for a political party (section 2 of the Local Government Act 1986, as amended by section 27 of the Local Government Act 1988). When determining whether material falls within the prohibition, the act says regard shall be had to the content, style, timing and other circumstances of the publication. Also the likely effect on those to whom it is directed and:

Whether the material refers to a political party, persons identified with such a party, promotes or opposes a point of view on a question of political controversy which is identifiable as the view of one party and not of another or Where the material is part of a campaign, the effect which the campaigning appears to be designed to achieve.

1.3 Criteria for considering advertisements – advertising standards

The Advertising Standards Authority guidelines (see www.asa.org.uk) apply to all advertising intended for the Town Crier. Basically, advertisements should be:

- 1.3.1 Legal, decent, honest and truthful
- 1.3.2 Prepared with a sense of responsibility to consumers and to society
- 1.3.3 In line with the principles of fair competition generally accepted in business
- 1.3.4 The codes are applied in the spirit as well as the letter
- 1.3.5 Advertising will be refused on the following grounds:
 - 1.3.6 If it appears to affect support for a political party / candidate in the reasonable opinion of the Council, be inappropriate or objectionable (promoting gambling, weaponry, refer to tobacco/alcohol or similar products etc
 - 1.3.7 Be likely to subject the Council to prosecution
 - 1.3.8 Advertisers who are involved in racial or sexual discrimination or discrimination on the basis of a disability will not have their advertising accepted
 - 1.3.9 The Council reserves the right to refuse advertising in the Council's publications or other material when space is limited by the needs of editorial content or for any other reason without explanation.

1.4 Revenue from Advertising

Any revenue generated by advertising in the Town Crier will be used to offset costs or improve the Newsletter (readership engagement through surveys / prizes; improvements in design / photography; improved distribution; special issues / supplements; etc.).

2 Sponsorship:

2.1 Definition:

For the purposes of this policy sponsorship is defined as:

“an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign, or initiative from an organisation or individual which in turn gains publicity or other benefits”

2.2 Objectives

- 2.2.1 To ensure the Council maximises opportunities to obtain commercial sponsorship for appropriate events, campaigns or initiatives whilst also offering sponsors attractive packages offering value for money for both parties.
- 2.2.2 To ensure that the Council's position and reputation are adequately protected in sponsorship agreements.
- 2.2.3 To ensure that the Council adopts a consistent and professional approach towards sponsorship.
- 2.2.4 To ensure best value is obtained and provided in sponsorship arrangements.
- 2.2.5 To protect members and officers from allegations of inappropriate dealings or relationships with sponsors.

2.3 General Principles

The Council will actively seek opportunities to work with local organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with its strategic priorities and core values.

The Council welcomes all opportunities to work in such partnerships. It will not, however, put itself in a position where it might be said that such a partnership has or might have or may be thought to have:

- 2.3.1 Influenced the Council or its officers in carrying out its statutory functions.
- 2.3.2 was in order to gain favourable terms from the Council in any business or other agreement
- 2.3.3 Aligned the Council with any organisation which conducted itself in a manner which conflicted with the Council's values.

2.4 *The Council will not, therefore, be able to entertain agreements for sponsorship from:*

- 2.4.1 Organisations not complying with the Council's advertising code or the code of practice of the Advertising Standards Authority.
- 2.4.2 Religious organisations.
- 2.4.3 Organisations in financial or legal conflict with the Council.
- 2.4.4 Organisations with a political purpose, including pressure groups and trade unions.
- 2.4.5 Organisations involved in the production and sale of weaponry including firearms.
- 2.4.6 Organisations involved in racial or sexual prejudice or discrimination on the basis of disability.
- 2.4.7 Party Political material.

The above list is not exhaustive and the Council retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the Council in its sole discretion considers inappropriate.

3 Price List

Size	Description	Cost Per Edition	Discounted Rate Per Edition (4 Editions)
Whole Page 21cm x 19.5cm	Inside front or inside back cover Full colour	£395.00	£340.00
Whole Page 21cm x 19.5 cm	Colour	£310.00	£270.00
Half Page 8.5 cm x 17.5cm	Colour Landscape or portrait - anywhere except front and back covers	£200.00	£180.00
Quarter Page 8.5cm x 8.5cm	Colour – anywhere except front and back covers	£125.00	£110.00
Eighth Page 8.5cm x 4.5 cm	Colour Landscape or portrait - anywhere except front and back covers	£70.00	£60.00
Directory Style 8.5cm x 2cm	Colour	£50.00	£40.00
Square Style 4cm x 4cm	Colour	£50.00	£40.00
Advertorial	Advertorial requires a minimum half page advert	£210.00	N/A