

# Scarning Parish Council

## Advertising Policy

### Policy Statement

The Parish Council allows advertising in the Beacon newsletter. The revenue from these advertisements is distributed among local charities.

This document aims to set out the content policies, standards and limitations to this activity.

### Revenue

An advertisement in the Beacon newsletter costs the following:-

1/8 A4 - £20 pcm or £100pa

¼ A4 - £25 pcm or £125pa

½ A4 - £30pcm or £150pa

Full page A4 - £45pcm or £225pa

All charges will be reviewed by the Parish Council as circumstances require.

### Policy

Most advertising from local and other businesses will generally be acceptable.

The Council will ultimately make this decision on an individual basis.

Any advertisement must be:-

- Honest, responsible, legal, fair.

Advertising displayed in the Beacon will not:

- Be political in nature or appear to be designed to affect public support for any political party.
- Be inappropriate or objectionable.
- Be likely to subject the Council to prosecution.
- Be likely to attract complaints.

**Displaying an advertisement in the Beacon does not mean that the Parish Council either endorses the product or services being advertised, or that it is responsible for their quality or reliability.**

## **Approval**

The Council will review advertisements ensure suitability. The Council delegated authority for this decision to Cllr Farnham at its meeting on September 20 2021.

**The Council reserves the right to refuse advertising for any reason without explanation.**

The Council reserves the right to remove adverts from the website once placed, if necessary.

## **Conditions**

The Council will accept advertisements for village related activities such as fetes and Open Days. In this event, no charge will be made.

The Council will not accept advertisements from individuals or groups who personally or collectively profit from any such event.

**All enquiries should be directed to the Parish Clerk at [scarningclerk@binternet.com](mailto:scarningclerk@binternet.com)**

This policy was approved at the Council's meeting held on July 19, 2021.

The policy will be reviewed in January 2023, or if circumstances require.