

Uffington Parish Council

Advertising Policy

Prepared by	Simon Jenkins	November 2017	Adopted
Reviewed by	Parish Council	8/7/2019	No amendments
Reviewed by	Clerk	August 2021	Reformatted document
Adopted		August 2021	
Next Review		July 2023	

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:

- a) The village website
- b) The Courier (quarterly newsletter)

1.2 Printing costs for The Courier and website maintenance costs are borne by the Council. Sufficient copies of the Courier are printed currently for it to be distributed free of charge to all households in Uffington, Baulking and Woolstone. In order to reduce the financial burden on the Council, it has been decided to introduce a small charge for advertising, with effect from January 2018.

1.3 This small charge will enable the Council to print more copies for distribution to local shops, garages, pubs etc, thus improving the reach of advertising.

2. Charges

2.1 The annual charge are:

- a) ¼ page or less: £20.00
- b) ½ page: £40.00
- c) Full page: £75.00
- d) Advertisements on the website only: £10.00 (Links to external commercial sites are acceptable, at the discretion of the Council)

2.2 One-off or short term advertisements will be charged at a proportionate rate to the above, with a minimum charge of £5.00. The Council reserves the right to reduce or remove any charge.

2.3 The above are inclusive of VAT. The charge will be payable annually in advance, at the start of the year, and will be subject to review annually. Payment will entitle the applicant to an advertisement, colour or black / white, of the appropriate size, for 12 months in the Courier (4 issues) and Uffington village website. If payment is not received within 2 months of an invoice being submitted, the advertisement will be withdrawn.

2.4 An abbreviated version of all relevant advertisements will also be included in the Welcome Pack, which is distributed free of charge to all those who move into the villages of Uffington, Baulking, Shellingford and Woolstone.