

Advertising Policy

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 The Courier, a quarterly A5 magazine publication.
- 1.2 Printing costs for the Courier 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 and for allocation at a number of distribution points.
- 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
- 2.2 One-off or advertisements placed in the Courier during the annual period will be charged at a proportionate 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 1st June to 31st May. Payment will entitle the applicant to an advertisement in 4 editions of the Courier (Summer, Autumn, Winter and Spring).
- 2.4 If payment is not received with two months of an invoice being submitted the relevant advertisement will be removed from future editions.
- 2.5 The charge for advertising will be reviewed annually.
- 2.6 Invoices for the annual period will be raised prior to production of the first edition for the period.