

Report to Policy and Resources Committee

5th February 2024

Newsletter Advertising Proposal

1. Background

Faversham Town Council currently produces three to four newsletters per annum, which are delivered by Royal Mail to just over 11,000 properties. The newsletter is in an A4 format usually of 12 pages. Current costs are:

| | |
|--------------|-------|
| Editorial | £250 |
| Printing | £1190 |
| Distribution | £900 |
| TOTAL | £2340 |

However, printing costs for 2024 have increased significantly, the lowest quote received being £1760, an increase of nearly 50%.

2. Proposal

- a) Allow business advertising, or sponsorship, within the newsletter to mitigate against the increased costs. Costings for 2024/25 are:

| No of Pages | Editorial | Printing | Distribution |
|-------------|-----------|----------|--------------|
| 12 | £250 | £1760 | £900 |
| 16 | £380 | £2190 | Est £1050 |
| 20 | £460 | £2715 | Est £1200 |

- b) Carry out a review by the end of 2024 to consider whether additional pages or editions should be published.

3. Consideration

If an advertising policy is accepted, then the publication of the Town Council's newsletter must be more stringent with four editions annually and strict deadlines. In 2023 only three editions were published, this was due to the elections in May and then an unexpected by-election in December.

Advertising rates in a local free advertiser of an A5 size are around £215 for half a page and £120 for a quarter page. Researching other parish/town newsletters the advertising rates [Pembury Village News](#) are based on four editions and an annual fee; half page £370, quarter page £285; back cover £730. [Brixham newsletter](#) rates per edition are half page £230, quarter page £115. All rates quoted include VAT.

A draft policy and advertising terms and conditions are appended.

Recommendations

The following recommendations are made:

1. The Committee agrees to an advertising policy and rates.
2. An article is placed in the Spring 2024 newsletter giving notification of advertising opportunities to local businesses to assess interest.
3. Publication dates for 2024 and 2025 are agreed.
4. Makes formal recommendation to Full Council.

Louise Bareham
Town Clerk
25th January 2024

Draft Newsletter Advertising Policy

General

This policy outlines the approach that Faversham Town Council will take in accepting advertising in their newsletter.

For the purposes of this policy, advertising is defined as “an agreement between the Council and the advertiser to display information to promote the sale of commercial products or services for an agreed fee”.

The policy is aimed at providing positive advice to prospective advertisers on what are and what are not acceptable forms of advertising for the Council, without being too prescriptive or detailed.

Advertising

It is not an exhaustive list and takes as its starting point that all advertising falls within the rules and guidelines laid out by the Advertising Standards Authority (ASA) (www.asa.org.uk) and upholds the rules laid out in the [British Codes of Advertising and Sales Promotion](#) and the [Recommended Code of Practice on Local Authority publicity](#).

The basic principles of the codes are that advertisements should:

- Be legal, decent, honest and truthful.
- Be created with a sense of responsibility to consumers and to society in line with the principles of fair competition generally accepted in business and that the codes are applied in the spirit as well as the letter. A full copy of the codes is available on the ASA website.
- Not be of a racial, religious or political nature or any advertising which may be construed as offering services of a sexual nature.
- Not be from gambling organisations, manufacturers of tobacco or alcohol products.
- Not contain advertising which the Council may reasonably consider to be objectionable.

The Council reserves the right to refuse any advertisement without reason.

The Faversham Town Council newsletter is published 4 times a year. Details of advertising rates, a booking form and copy dates are available from the Town Clerk and are available on the Council website. The advertising rates shall be agreed annually by Full Council.

Advertisers must complete the booking form. Space for adverts may be limited at the Town Clerk's discretion and adverts will be accepted on a first come, first served basis. Priority will be given to Faversham based businesses.

Disclaimer

Acceptance of advertising does not imply endorsement of products or services by the Council. The Council provides no guarantee to the advertiser as to the success or otherwise of any publicity. No refunds will be provided by the Council in these circumstances.

Conflict of interest

Council officers and members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of advertising with that particular organisation.

Advertising Terms and Conditions

1. All advertisements accepted for publication by Faversham Town Council ('the Council') in any of its publications are accepted subject to these terms and conditions. Any other conditions proposed by the advertiser shall be void unless accepted by the Council in writing.
2. In these conditions: "Advertisement" means display or text advertising. "Advertiser" means the person/party placing the order for the insertion of the advertisement. "The Council" means Faversham Town Council "Newsletter" means the Faversham Town Council newsletter (FTCN) intended to display the advertisement.
3. The advertiser warrants that the advertiser contracts with the Council as principal, notwithstanding that the advertiser may be acting directly or indirectly for a third party in a representative capacity.
4. The advertiser warrants the advertiser is entitled to place the advertisement in the FTCN and is liable for the Council's charges for the advertisement.
5. All advertisements are accepted subject to space being available in the newsletter. Unless agreed specifically in writing, the Council cannot guarantee the position of any advertisement in the newsletter.
6. All advertisements must comply with the Council's Advertising Policy (notwithstanding any Council approval).
7. Advertisements are subject to the prior approval of the Council and must always be recognizable as such and not resemble editorial matter.
8. All claims made in any advertisement must be capable of being supported by appropriate evidence which must be made available to the Council immediately on request. The publication of an advertisement does not constitute endorsement of the advertiser, its products or services.
9. Advertisements will only be accepted on payment with order. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser.
10. The Council reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.

11. The Council will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
12. Without prejudice to any other condition, if an advert is omitted in error from a publication (other than the advertiser's error) the Council will offer the advertiser a refund of the proportion of the total cost based on the number of editions missed.
13. It is the advertiser's responsibility to provide a high resolution image of their advertisements in either a .pdf or .jpeg format. The Council is not responsible for poor reproduction quality if a suitable quality advertisement is not provided.
14. The Council will not accept liability for any error on the part of third parties or due to inaccurate instructions.
15. Cancellation or suspension of an advertisement by the advertiser will not be accepted after the deadline for receipt of copy and the advertiser will be liable for the cost.
16. The Council reserves the right to omit or suspend an advertisement at any time for good reason (without liability to the advertiser) and shall notify the advertiser as soon as possible. If such omission or suspension is due to the act or default of the advertiser or their representative/agent, the advertiser shall pay for the advertisement in full notwithstanding that the advertisement has not been published.
17. The advertiser will indemnify the Council from and against any claim that an advertisement infringes the copyright, trademark or other intellectual property rights of any person or that it is defamatory or infringes any other right of any person. The Council reserves the right to withdraw and/or refuse to publish an advertisement, without liability to the advertiser, if it reasonably believes the advertisement may make the Council or the advertiser liable to any complaint, claim or proceedings.