



## Croughton Parish Council

### **POLICY FOR ADVERTISING IN THE VILLAGE NEWSLETTER AND WEBSITE**

For the purposes of advertising in either the Village newsletter or on the Village Website the following categories are defined:

- A. Non-profit making and charitable village-based organisations and groups that provide a benefit to Croughton village and villagers.
- B. Non-profit making and charitable organisations and groups from the wider community that provide a benefit to Croughton village and villagers and beyond.
- C. Activities negotiated through and with benefit to the Village hall
- D. Commercial organisations that provide a benefit or service to the village and villagers and beyond.
- E. Commercial for profit organisations.

Examples:

- A. History, bowling, WI, wine group, the school etc. Village Hall fund-raising and other events organised in line with hall Charitable objectives.
- B. Charity fundraising events (table top sales etc) for non-village charities.
- C. Line dancing, hair dresser, playgroups
- D. Local companies such as taxis, plumbers, electricians.
- E. Private events or national companies.

### **NEWSLETTER ADVERTISING:**

Advertisements will only be carried in the newsletter if there is sufficient space. The editors decision is final on this matter. The order in which priority is given is as shown in the categories above: A, B, C, D, E.

Advertisements can be carried in the following formats:

- 1 Up to 30 words in text including name and address
- 2 A box including all text and graphics measuring no more than 7cm X 6cm
- 3 A box including all text and graphics measuring no more than 18.5 cms X 4cms
- 4 A box including all text and graphics measuring no more than 8cm X 12cm
- 5 Other formats are possible for Category 1 above at the discretion of the editor

To be published in a particular edition of the newsletter adverts must be submitted by the 28<sup>th</sup> of each month to the editor (details on newsletter).

### **Inserts:**

Commercial inserts are not accepted for the Newsletter.

### **Costs of advertising per month**

Categories	Format 1	Format 2	Format 3	Format 4	Format 5
A	Free	Free	Free	Free	Free
B	Free	£5	£6	£7	N/A
C	£4	£8	£9	£10	N/A
D	£4	£8	£9	£10	N/A
E	£8	£16	£18	£20	N/A



**Discounts:** Discounts are not available.

**Advert Run:** Adverts may be placed for a run of 3 months at a time.

**Booking adverts:** Contact the Newsletter Editor direct to book advertising space in the newsletter: [galucas@waitrose.com](mailto:galucas@waitrose.com) Tel: 01869 810923

### **WEBSITE ADVERTISING:**

There are three possible ways of advertising on the village website:

1. Single box – top right-hand corner of every page  
To advertise in this space – any organisation – £10 per month
2. Advertisement pages  
To advertise on the advertisements page (with newsfeed facility to home page)  
(Maximum size one column width by 12 cms – special rates for larger sizes can be negotiated if required)  
For profit organisation: First payment £10 (first month); £2.50 per month thereafter.  
Not for profit organisations – half price
3. Local Businesses page  
Single line advert for example: **Blackbird Inn:** 01869 810237  
<http://www.information-britain.co.uk>  
Cost: a single payment £5 fee per annum at discretion of Council.

Website requests can be made to the Webmaster at any time but a month's advertising constitutes a single calendar month.

The Webmaster's decision is final as to the placing of all adverts.

Contact the Webmaster:  
email: [jamiibs@btinternet.com](mailto:jamiibs@btinternet.com)

### **PAYMENT:**

All payments must be sent to the Parish Clerk in advance of the advert being published:  
email: [clerk@croughton.org.uk](mailto:clerk@croughton.org.uk)

Address: Croughton Parish Council  
Croughton Village Hall  
Wheeler's Rise  
Croughton  
Northants  
NN13 5ND

Cheque Payment: Please make cheques payable to Croughton Parish Council

Bank details: Bank: Barclays  
Sort Code: 20-03-84  
Account Number: 50306002

**This Policy was Approved by Croughton Parish Council on: 11<sup>th</sup> November 2013.**

**Signed:** \_\_\_\_\_ **Signed:** \_\_\_\_\_  
Clerk Chairman