



# COLNEY HEATH PARISH COUNCIL

Highfield Park Office  
Hill End Lane  
St Albans  
Hertfordshire AL4 0RA

Colney Heath Village Office  
83 High Street  
Colney Heath  
Hertfordshire AL4 0NS

Tel: 01727 825314

Email: [clerk@colneyheathparishcouncil.gov.uk](mailto:clerk@colneyheathparishcouncil.gov.uk)

## ADVERTISING POLICY FOR PARISH NEWSLETTER

This policy sets out our definition of advertising and the terms upon which advertising may be both sought and accepted by us. 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. 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](http://www.asa.org.uk)) and upholds the rules laid out in the British Codes of Advertising and Sales Promotion and the Code of recommended practice on Local Authority publicity.

<https://www.gov.uk/government/publications/recommended-code-of-practice-for-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 CHPC may reasonably consider to be objectionable.

All advertisements are accepted at the discretion of the Clerk. The Council reserves the right to refuse any advertisement without reason.

The Colney Heath Parish newsletter is published 2-3 times a year. Details of advertising rates, a booking form and copy dates are available from the Council office and displayed on the Council website.

The advertising rates shall be agreed annually by Full Council. Advertisers must complete the booking form and supply a .pdf or .jpeg version of the advertisement by email to [clerk@colneyheathparishcouncil.gov.uk](mailto:clerk@colneyheathparishcouncil.gov.uk).

Space for adverts may be limited at the editor's discretion and adverts will be accepted on a first come, first served basis. Any adverts submitted but not published will be given priority for the following edition.

Where advertisers are unsure or in doubt about the policy, please consult the Parish Office on 01727 825314 or email [clerk@colneyheathparishcouncil.gov.uk](mailto:clerk@colneyheathparishcouncil.gov.uk).



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## 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.

**COLNEY HEATH PARISH COUNCIL**

**CLERK TO THE COUNCIL**

**DATE 1 December 2020**

Reviewed, approved and adopted at the meeting of the Full Council 26 November 2020.

Version 1	Accepted by Full Council 26 Nov 2020	Review Nov 2021



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## Commercial Advertising rates for Colney Heath Parish Newsletter 2020/21

The CHPC A4 full colour newsletter is published 2-3 times a year, with a print run of 2,500. It is distributed to all households within the Parish and a pdf version is available on the Parish website.

Size	Dimensions of type area	Cost
Full page	W200mm x H307mm	£100 + VAT
Half page (vertical)	W90mm x H273mm	£50 + VAT
Half page (horizontal)	W186mm x H135mm	£50 + VAT
Quarter page	W90mm x H135mm	£25 + VAT

All copy should be submitted electronically in either .pdf or .jpeg format and sent to [clerk@colneyheathparishcouncil.gov.uk](mailto:clerk@colneyheathparishcouncil.gov.uk). All advertisements are accepted at the discretion of the Clerk. A confirmation of order will be sent to the advertiser.

### ORDER FORM

Contact Name: .....

Business Name: .....

Address: .....

Telephone: .....

Email: .....

I wish to book the following size advertisement:

Full page @ £100+VAT  Half page @ £50+VAT  Quarter page @ £25+VAT

Signed: ..... Date: .....

*Authorised Signatory: The person signing this order form, in doing so, confirms that they are fully authorised to place this order on behalf of the company which they represent. As the authorised signatory, you are also agreeing to be bound by CHPC terms and conditions.*

**Payment terms:** Strictly 30 days from date of invoice, which will be sent out on distribution of the newsletter you are advertising in.

**All advertisements are placed in good faith and CHPC accepts no responsibility for any statement, omission or errors made by the advertiser, nor does it endorse any product or service advertised. CHPC reserves the right to refuse advertisements without reason.**