

ADVERTISING POLICY

Introduction

This policy is intended to guide the Newsletter, Publicity and Web Editors teams and other LALG members when considering a request for paid or unpaid advertising in any medium or channel used by LALG.

The LALG Chair has final responsibility for all advertising and will ensure compliance with the letter and spirit of this policy.

Purpose of advertising

1. To inform Members of activities which complement LALG activities.
2. To acknowledge those providing services to LALG.
3. To raise revenue.

Advertisers

1. Partners, linked organisations, and other arts and leisure organisations.
2. Suppliers accepted into the LALG discount scheme.
3. Any other person or organisation accepted by a majority of the Committee.

Locations of advertisements

Newsletter

1. Advertising is accepted in the newsletter subject to space being available.
2. There will generally be a maximum of four pages of advertising per newsletter.
3. Priority will be given to entries regarding LALG activities.

Website

1. Advertisements appearing in the newsletter will be reproduced in the online version at no additional charge.
2. Linked organisations and discount suppliers will be listed without charge.
3. Apart from the above it is not current policy to publish advertising on the website.

Regular information emails to Members

These may include information about specific events or services provided by sponsors, partners, linked organisations, other arts and leisure organisations at no charge. The number of non-LALG events should be no more than 2.

Emails, posters, leaflets and other material

These may carry simple acknowledgements of sponsors or collaborators at no charge.

Content and Style

All advertisements published by LALG will:

1. Be written in plain, respectful language.
2. Bear a relation to the aims and objectives of LALG.
3. Not contain political, religious or material that could be considered offensive.

Charging policy

1. The Committee will set advertising rates for partners, non-profit and commercial advertisers.
2. The advertising rates will be reviewed annually.
3. Any individual application for a reduced advertising rate will be considered by the Committee.

Payment terms

1. Payment is due on receipt of the invoice and payable within 10 days
2. Non-payment or late payment will mean that future adverts may not be accepted.

Review date: March 2027

**This policy was amended and approved by the Committee at its meeting
on 20 March 2024**