



Advertising Policy for Thurston Parish Newsletter

Thurston Parish Council

Policy Approved: Policy & Resources Committee 29 July 2026

Presented to Council: Full Council Meeting 5 August 2026

Review Body: Policy & Resources Committee

Review Period: Annually or following legislative changes.

Next Review: Policy & Resources Committee February 2027

This document is subject to revision and is maintained electronically. Electronic copies are version controlled and printed copies are not subject to this control.

Policy Intention

This policy sets out the definition of advertising and the terms upon which advertising may be both sought and accepted by the Parish Council. ~~and the Parochial Church Council (the Councils).~~

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, 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) 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>

Principles of Advertising

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 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 Parish Council Editorial Team ~~Parochial Church Council~~ may reasonably consider to be objectionable.

All advertisements are accepted at the discretion of the Editor.

~~The Parish Council Chair in conjunction with the Responsible Financial Officer (RFO) and the Editor reserve the right to refuse any advertisement without reason.~~

Production Details

The Thurston Parish Newsletter is published 11 times a year with a combined December and January version.

The newsletter is A4 sized with a full colour front and back cover and the remaining of the pages in black and white.

It is distributed to all households within the Parish, with events and articles ~~of general interest~~ available on the websites of Thurston Parish and St Peter's Church, Thurston (where applicable).

The advertising rates will be set annually by the Parish Council.

Advertisers must complete the booking form and supply a .pdf or .jpeg version of the advertisement by email to thurstonnewsletter@gmail.com. Images or .pdfs must be of high quality/resolution otherwise the quality of the final image cannot be guaranteed.

For small or large box advertisements without illustration, emailed or hardcopy advertisement text is acceptable. Text only adverts can be sent in the body of the email or as a word document.

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

Where advertisers are unsure or in doubt about this policy, please consult either the Editor via email: thurstonnewsletter@gmail.com or the Responsible Financial Officer via email: finance@thurstonparishcouncil.gov.uk.

Deadlines

- The deadline for all advertising in the next month's issue is 5.00pm on 14th of the month at the latest.
- All copy is to be paid in advance prior to that date.
- Payment is via BACS only, details at the bottom of the booking form.
- The newsletter is to be distributed by the end of the preceding month.
- Articles must be submitted by email to: thurstonnewsletter@gmail.com

Disclaimer

Acceptance of advertising does not imply endorsement of products or services by the Parish Council ~~or the Parochial Church Council~~.

No guarantees are provided to the advertiser as to the success or otherwise of any publicity.

No refunds will be provided in these circumstances.

All advertisements are placed in good faith and Thurston Parish Council ~~and St Peter's Church~~ accepts no responsibility for any statement, omission or errors made by the advertiser, nor does it endorse any product or service advertised.

We reserve the right to refuse advertisements without reason.

Conflict of interest

The Councils' 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 editorial advertising with that particular organisation.

Privacy Notice

By signing the form overleaf, the applicant agrees to Thurston Parish Council checking all supplied information for the purposes of informing decision making.

The information on this form will be stored in the Parish Council's filing system and summarised in the Council's accounting system for the sole purpose of fund processing, analysis and accounting. For further information on the Council's privacy policy, please visit: <https://thurstonparishcouncil.gov.uk/home/privacy>

ORDER FORM

Commercial Advertising rates for Thurston Parish Newsletter 2026

Size	Dimensions of type area	Cost per insertion
Back page – Colour	W185mm x H265mm	£120
Back inside cover - monochrome	W185mm x H265mm	£110
Full page	W185mm x H265mm	£100
Half page (horizontal)	W185mm x H130mm	£50
Quarter page	W90mm x H130mm	£25
Large Box	W90mm x H60mm - (approx. 14 lines)	£13.50
Small Box	W90mm x H30mm - (approx. 7 lines)	£9.00
Small Ads (for sale, wanted, lost or found)	Text only in a box	£5.00 per item

A confirmation of order will be sent to the advertiser.

Name and position of main contact	Click or tap here to enter text.
Business name	Click or tap here to enter text.
Address	Click or tap here to enter text.
Telephone	Click or tap here to enter text.
Email	Click or tap here to enter text.
I wish to book the following size advertisement for	Click or tap here to enter text. months / year
Back page colour @ £120	Click or tap here to enter text.
Back page inside monochrome @ £110	Click or tap here to enter text.
Full page @ £100	Click or tap here to enter text.
Half page @ £50	Click or tap here to enter text.
Quarter page @ £25	Click or tap here to enter text.
Large box @ £13.50	Click or tap here to enter text.
Small box @ £9.50	Click or tap here to enter text.
Small ads @ £5.00	Click or tap here to enter text.

Payment Terms: Strictly payment with advertisement prior to 14th of the month to ensure inclusion.

Account Details for Payment – please quote advertising name when making payment	Bank	Lloyds Bank
	Sort Code	30-91-49
	Account Number	00054092
	Account Name	PC of Thurston

Signed <i>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 these terms and conditions.</i>	Click or tap here to enter text.
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Date	Click or tap here to enter text.
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