



## Advertising policy

Monmouthshire County Council & Newport City Council welcomes the opportunity to publicise information for its members and other interested parties. However, it will not always be possible to respond positively to requests. This policy explains how decisions will be made.

The scope of this policy is intended to include both the soliciting and acceptance of all forms of advertising, including inserts in mailings and delegate packs, to both print and electronic media. Advertising is provided at a charge to the client.

1. **Ethics** - values expressed in the content of any material must not directly conflict with the core values of Monmouthshire County Council & Newport City Council.
2. **Direct competition** – Monmouthshire County Council & Newport City Council reserves the right to decline to promote products, including those produced by member agencies, which would have a clear negative commercial impact on a Council's product being actively promoted at the same time.
3. **Placing a limit on commercial content** - a maximum level of advertising will be set for each source (e.g. membership mailings, website, journal). Intrusive advertising will be avoided.
4. **Endorsement** - acceptance of advertisements does not imply endorsement.
5. **Client** - where space becomes limited, priority will be given to organisations over other commercial organisations.
6. **Quality control** - inclusion of advertising will be subject to a sample being supplied to check for quality of content and design.
7. **Inclusion** - the final decision to accept advertising rests with Monmouthshire County Council. Advertising will be sought which reflects the broader interests of the Monmouthshire County Council & Newport City Council.
8. **Unacceptable Ads** - Any entity or site advocating, promoting or using:
  - Cigarettes or cigarette use;
  - Excessive, underage or binge type alcohol consumption;
  - Illegal use of any type of drugs or medications;
  - Pornography or obscenity;
  - Sexually orientated products and services;
  - Adult products of any type directed at or made available for minors;
  - Discrimination against any race, color, national origin, religion, disability or handicap, or sexual orientation;
  - Products intended to enhance or encourage hatred or violence;
  - Businesses and other organizations that primarily promote, sell, link to or overtly endorse any of the products or services mentioned above; - Unfair or deceptive acts or practices;
  - Excessive use of pop-ups, pop-backs or excessive use of other "interference ads"
  - Any promotions or ads that we deem inappropriate for families. This includes, but is not limited to, any advertising that is against local, national or international laws, or that violates copyright or trademark laws;
9. **Links** - Any advertisement that does not comply with our Link Policy.

We make reasonable efforts to ensure that only advertisements suitable for children will appear. However, you should be aware that Monmouthshire County Council & Newport City Council does NOT control third party sites and content. Advertisers may have different use and privacy policies, which we encourage you to review.

Advertisers' may place cookies directly from their site. We do not see or control these cookies, and we do not control how other sites use cookies. WE DO NOT ENDORSE IN ANY WAY, NOR ARE WE RESPONSIBLE FOR, CONTENT OR PRODUCTS ON ANY THIRD PARTY SITE(S) EVEN IF WE ACCEPT ADVERTISING FROM THEM.