

## Shropshire Disability Network Advertising and Sponsorship Policy

### 1. Advertising

**Shropshire Disability Network (SDN) will** accept appropriate advertising in both its online and printed versions of its newsletter 'Your Voice' and the SDN website.

All advertisements must comply with the regulations set out by the Advertising Standards Authority. They must also be approved by the SDN Management Committee or by an individual i.e. Webmaster or nominated Sub Committee. Advertisements that do not comply with SDN's vision or might bring the Network into disrepute will not be accepted.

### 2. Advertising rates

The SDN Management Committee will accept advertising based on a table of rates. The Committee is willing to consider entering into a long-term agreement with advertisers who share our vision.

<b>Subscription</b>	<b>1 Quarter</b>	<b>2 Quarters</b>	<b>3 Quarters</b>	<b>Annual</b>
<b>Website</b>	<b>3 months</b>	<b>6 months</b>	<b>9 months</b>	<b>12 months</b>
<b>Newsletter</b>	<b>1 edition</b>	<b>2 editions</b>	<b>3 editions</b>	<b>4 editions</b>
<b>Rates</b>	<b>£75</b>	<b>£135</b>	<b>£185</b>	<b>£225</b>

### **3. Sponsorship**

The term sponsorship is understood to mean financial or other rewards received from third parties and is often offered and accepted on the understanding of mutual benefit. Although acceptance does not imply that SDN endorses or even supports the commercial activities of the sponsor, there could be a public perception that this is the case. This is especially so when publicity surrounds sponsorship and the sponsored organisation has a clear set of aims and objectives which are widely known.

SDN will, therefore, encourage appropriate sponsorship. However, a sponsor will have no influence on the content of the SDN website or newsletter.

Sponsorship will be acknowledged and clearly indicated.

The SDN logos may only appear on a sponsor's website with written permission from the SDN Secretary or someone nominated on his/her behalf.

### **3. Review of Policy**

All SDN policies are reviewed annually.

<b>Review Date</b>	<b>June 2020</b>
<b>Review Author</b>	<b>Ann Shaw, Honorary Secretary, SDN</b>