



The Bristol Cable's Advertising Policy 2016/17

- 1. Editorial integrity**
- 2. Advertisements**
- 3. Decision-making**

1. Editorial integrity

- 1.1 All advertisements carried by The Bristol Cable will be clearly labelled as such and will be separated from editorial material with rules or boxes.
- 1.2 The Bristol Cable will not publish 'advertorial' material.
- 1.3. The Bristol Cable will seek to ensure that its editorial content is not influenced by advertisers.
- 1.4 The Bristol Cable reserves the right to publish material that may be critical of advertisers.

2. Advertisements

- 2.1 The Bristol Cable will seek to publish adverts that:
 - promote social and cultural events and activities that may be of interest to its general readership;
 - products and services that are of direct benefit to local citizens and the city's economy and environment;
 - such other adverts as are considered to be in line with the Cable's ethical stance, especially those from independent local businesses and third sector organisations.
- 2.2 Where relevant, adverts must state clearly details of prices and terms and conditions of products, services or events.
- 2.3 Where appropriate The Bristol Cable is willing to consider advertising contracts on a mutual-benefit, non-cash basis, including special offers and discounts for members of the co-operative.
- 2.4 The Bristol Cable will not solicit or accept adverts from political parties,

2.5. The Bristol Cable will not accept adverts that contain or promote racist, sexist or otherwise discriminatory material.

2.6 The Bristol Cable will seek to avoid accepting adverts from organisations and companies with a proven record of mistreating discriminating against people on the grounds of their ethics, gender or religious, identity, sexual orientation, or any physical or mental illness or disability

2.7 The Bristol Cable reserves the right to refuse to accept advertisements which fundamentally run counter to the co-operative's ethical stance of working to create a fair and sustainable society.

3. Decision-making

3.1 The responsibility for seeking and confirming advertising shall rest with the Advertising Team operating on a consensus basis. There is a responsibility on the Advertising team to conduct research into potential advertisers and to flag any potential ethical issues.

3.2 Approaches to potential advertisers shall be approved in advance by the Advertising Team.

3.3 Members of the Advertising Team shall be given seven days notice of meetings where advertising decisions are to be taken.

3.4 It shall be the responsibility of the Advertising Team to ascertain whether or not a company or organisation complies with ethical stance of the co-operative.

3.5 Where the Advertising Team decides not to proceed to publication with a pre-booked advert, an explanation will be provided to the advertiser and, where appropriate, published by The Bristol Cable online and/or in print.

3.6 Where possible advertisers should provide their own artwork; a premium may be levied where The Bristol Cable provides a design service.

3.7 Payment terms are strictly within 28 days of publication; The Bristol Cable reserves the right to levy a 10% premium for late payment.

3.8 Special discounts may be offered to advertisers booking series advertising or paying in advance.

3.9 Advertising policy and strategy shall be kept under review and the Advertising Team shall report on its activities and achievements to each Annual General Meeting.

3.10 Where disputes arise with advertisers the matter may be referred to the Board of Directors.