



Mansfield
District Council

Mansfield District Council

Advertising and sponsorship guidelines

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Advertising and sponsorship guidelines

1. Promotional opportunities

There are many ways in which you can advertise your business, event or commercial activity with Mansfield District Council. We have on and offline platforms where we allow adverts to feature including (but not exhaustive)

- Our website www.mymansfield.gov.uk
- My Mansfield community magazine and online magazine www.mansfield.gov.uk/mymansfield
- Contact housing magazine
- What's on guides
- Banners in and around the town centre
- Digital screens
- Event sponsorship

To see our current advertising opportunities see our website <https://www.mansfield.gov.uk/footer-links/advertising-1>

We define an advert as:

“An agreement between the council and the advertiser, whereby the council receives money from an organisation or for which the advertiser gains publicity in the form of an advertisement in council-controlled print, broadcast or electronic media”.

We define sponsorship as:

“An agreement between the council and the sponsor, where the council receives either money or a benefit in kind for an event, campaign or initiative from an organisation or individual which in turn gains publicity or other benefits”.

The number of advertisers and sponsors permitted in any one campaign or campaign period will remain at the council's discretion.

2. Advertising protocol

We shall only approve the use of adverts or sponsorship that is legal, honest, truthful, and created with a sense of responsibility to consumers and society.

Our advertisers must adhere to the following codes of conduct:

- [Advertising Standards Agency](#)
- [follow the Code of recommended practice on Local Authority publicity](#)

The content of advertising and sponsorship promotion should also be reviewed to ensure that it is in line with the council's corporate priorities and strategic objectives. These priorities are usually focussed on wellbeing, health, green issues and economic stability of the district.

An advertisement will not be accepted if it, in the reasonable opinion of the council:

- is inappropriate or objectionable
- may result in the council being subject to prosecution
- promotes gambling
- promotes payday loans
- refers to tobacco, tobacco replacement or similar products
- infers, promotes or includes pornography
- mock, degrade or poke fun at specific people or groups of people
- promotes the misuse of alcohol or promotes the use of alcohol to children
- that promotes violence and inappropriate behaviour
- appears to influence support for a political party or candidate
- appears to conflict with the council's wider promotion of healthy and active lifestyles
- appears to promote racial or sexual discrimination, or discrimination on the basis of disability, faith, gender or age
- is the subject of a complaint to the Advertising Standards Authority and upheld by such Authority as a legitimate complaint.

We reserve the right to not accept or publish any advertisement that we deem inappropriate.

On displaying an advert in our marketing materials, we, by no means endorse the products or services being offered.

Whilst the advertisement doesn't necessarily have to be directly related to the content in the printed or online publication, we do reserve the right to decline adverts that are out of kilter with the overall aims, objectives, tone of voice, flow, visitor journey or run of print.

3. About your advert

The placement of adverts will vary depending on publication and media type. We reserve the right to change the position of adverts within our documents and include premium listing rates for prominent locations such as front page or inside front cover spaces.

The advertiser is responsible for the content of the advertisement and the creation of artwork unless stated by the council. Artwork will only be accepted in formats outline in a technical specification issued by the marketing and communications team. If the council undertakes artwork on behalf of the advertiser then this sum shall be paid back to the council in full.

All advertisers must be a registered business, organisation, charity or voluntary group and have a memorandum of association or be a registered business with Companies House. We shall also vet advertisers using Trading Standards or other reasonable checking tools. The council will vet all advertisers prior to agreeing any advertising or sponsorship verbally or in writing.

4. Vetting an advert or sponsor

All advertisement and sponsorship opportunities as set out in the [council's Fees and Charges](#) will be co-ordinated by the Marketing and Communications team.

Along with the guidelines set out in the advertising and sponsorship policy, the team shall undertake reasonable checks to validate the appropriateness of an advertiser and its products and services.

The Marketing and Communications team will carry out basic checks to ensure advertisers and their products and services are legitimate. These checks include:

- Search for the company's website, telephone number and address provided
- See what others say by putting the company name or product into a search engine
- Check appropriate forums for positive and negative comments
- Check with Companies House <https://www.gov.uk/contact-companies-house>
- Check for services with Trading Standards <http://www.tradingstandards.gov.uk/>
- Check the FSA register <http://www.fsa.gov.uk/register/firmSearchForm.do>
- Verify any endorsements they carry

We will use a common sense approach to vetting advertisers. If an advertiser is a local reputable business and known to the council then the basic checks stated above should be sufficient. However, in some cases it would be prudent to make extra checks; for a service that impacts on human and animal wellbeing (for example a care home, retirement village, alternative therapy, pet shop, kennels and catteries) or for venues claiming star-rated service. Contractors can be checked on national accreditation websites such as Rated People, builders and building related traders can be checked with the council's Building Control team. If the advert promotes an event or festival a license for this may be needed.

A process chart is supplied to help with this.

5. Example of an advertising agreement

An agreement should be completed by the marketing and communications team and sent to the advertiser for signing. A copy should be kept centrally by the Marketing officer, an example of the agreement is as follows, this form can be electronically signed.

Advertiser and sponsor details

Title: Mr/Mrs/Miss/Ms/Other

Contact name:

Company name:

Address:

Telephone number:

Email:

Facebook:

Twitter:

Advert details

Size of advert (i.e. ¼ page, half page etc):

Or for sponsorship summarise the sponsorship package:

Placement of advertisement or sponsorship:

Duration & publication date :

Agreed price (exclusive of VAT): £

Note that all printed adverts will be invoiced on print of the publication. Proof of print will be supplied.

Agreed by (Marketing and Communications Team):

Signed by advertiser:

Date:



Please tick to show that you agree to the guidelines set out in Mansfield District Council's Advertising and Sponsorship Guidelines.