# ADVERTISING IN WALTON VILLAGE NEWSLETTER

**The Parish Council has advertising in the village newsletter to assist with funding it and, hopefully, inform you about the wide range of services and skills that are locally available to residents of Walton.**

**Council is keen to ensure that advertising does not take over your newsletter - therefore the amount of space for adverts will be limited.**

## The pricing and process for advertising is:

- Adverts will be placed within the newsletter as seen fit by the editor.
- ¼ page - £25 per edition or £90 for the year [4 editions]
- ½ page at £40 per edition £140 for the year [4 editions]
- Full page £70 per edition £250 for the year [4 editions]
- Inside front cover: £90 per edition
- Inside back cover: £80 per edition
- Adverts must be with the Parish Clerk or the Councillor who is the editor, by the end of the month immediately before the publication of the newsletter at the latest. e.g., end of October for publication within the November newsletter.

  [advance notice that you want to place an advert is appreciated due to possible space constraints]

- Jpeg / PDF preferred – a hard copy to scan is acceptable.

This newsletter comes out in November, February, May, and August at present, is A4 in size and currently varies between eight, twelve and sixteen pages of village news, events, and information. It is distributed to every home within the parish of Walton, which is currently around 500 homes.

Contact:

clerk@waltonsomerset-pc.gov.uk

Lewis.collins@waltonsomerset-pc.gov.uk

***Prices correct on 6th March 2025 and may be subject to change***

# Cancellation Policy

All advertising bookings are subject to the following cancellation policy:
* Cancellations made 21 days or more before the publication date will receive a full refund.
* No refunds will be issued for cancellations made less than 21 days before publication.

In the event of unforeseen circumstances beyond our control (e.g., natural disasters, pandemics), we reserve the right to modify the publication schedule or cancel the magazine. In such cases, advertisers will be notified as soon as possible and offered a full refund or alternative advertising options.

# Cancellation Policy for Annual Advertising Contracts

Annual Advertising Contracts
Advertisers purchasing an annual advertising contract will receive a discount on the total cost.
* Cancellation: If an advertiser wishes to cancel an annual advertising contract before the end of the contracted term, a pro-rated refund will be issued.
* Pro-rated Refund: The refund will be calculated based on the number of issues remaining in the contract term after the cancellation date.
* Pricing: The cost of the advertisements already published will be charged at the standard rate (without the annual discount).
* Cancellation Notice: A written cancellation notice must be received 21 days prior before publication.