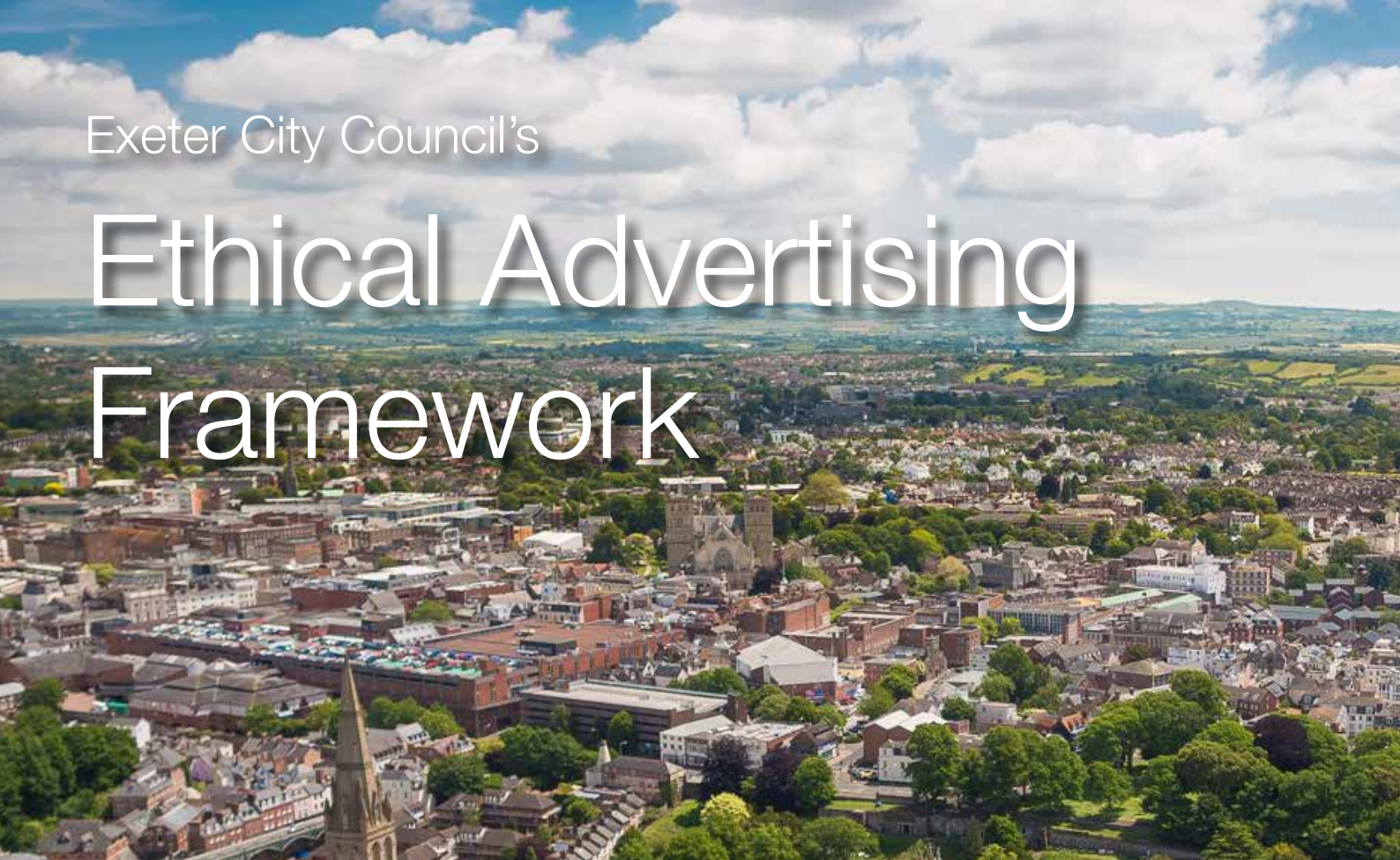


Exeter City Council's

# Ethical Advertising Framework





**Exeter City Council will generally accept paid for advertising and sponsorship which does not conflict with the priorities, aims and objectives of our Corporate Plan and whose association will not bring Exeter City Council into disrepute.**

- We will offer advertising opportunities through our channels to generate income for the authority aimed at achieving best value for our residents.

- As a local authority with specific duties and responsibilities we will have close regard to the type and nature of the advertising that is deemed acceptable.

- We will not seek to exploit our position to offer advertising at a cost which undercuts locally available market rates.

- Where we seek a partner to sell advertising opportunities on our behalf this will be subject to a tendered arrangement for a fixed term with regular review.

- Channel advertising will be regularly reviewed and overly intrusive advertising will be avoided.

- All advertising channels will managed through the council's advertising portal.

- This framework provides guidelines for the acceptance of all forms of advertising, both print and electronic.

- This framework will be reviewed when needed in line with the council's Corporate Plan.



Advertising will be subject to the Local Government Publicity Code with specific regard to advertising which is acceptable in the run-up to local or national elections, and to the Financial Services Authority.

All advertising presented must fall within the rules and guidelines laid down by the Advertising Standards Authority and comply with the British Code of Advertising, Sales Promotion and Direct Marketing (full details to be found at [www.asa.org.uk](http://www.asa.org.uk))

Exeter City Council will generally accept advertising which does not bring the authority into disrepute or conflict with the council's corporate objectives:

- Tackling congestion and accessibility
- Promoting active and healthy lifestyles
- Building great neighbourhoods



The council will ensure that advertising most clearly and closely associated with our activities seeks to complement our aims and objectives, and those of our key partners, and does not create confused, conflicting messages.

We will not accept advertisements which are considered not to comply with the guidelines set down by the Advertisement Standards Authority.

Advertising of foods and drink will be restricted to products and services that either support or are related to healthy behaviours. Healthy behaviours will be determined using current health and wellbeing guidance ([www.nhs.uk](http://www.nhs.uk)) and that of our Sport England Local Delivery Pilot.

The council reserves the right to refuse advertising for any reason. For example, goods and services we will not accept includes, but is not limited to:

- High interest lending
- Tobacco/tobacco products
- Adult services (sex industry)
- Weapons or violence
- Gambling

Excluding Community Lotteries. I.e. Incentivised giving, PTA's, School Raffles & Community Fates.

- Alcohol

Excluding the promotion of events within the Greater Exeter area.

- Fast food
- Personal injury claim companies

In addition we will not accept advertising which is designed to promote a particular political party.

**We reserve the right to remove advertising at short notice should the subject matter be likely to appear insensitive/cause offence, particularly but not exclusively in the light of local or national events.**

## Disclaimer

All advertising carried on Exeter City Council websites and publications will carry the following disclaimer

“Exeter City Council does not guarantee the accuracy of any description or statement contained in any advertisement within this policy, nor does it endorse any product or service advertised.”

We will display a link to this advertising policy on any page of our website which carries advertising and an email link so that customers with any concerns can raise them promptly with the council.

Advertising opportunities available to the council will be monitored closely and this policy will be updated whenever significant new opportunities present themselves, especially in light of emerging technologies and the updating of the council's Corporate Plan.

## Advertising Rates

The advertising rates will be set subject to the specific caveat that as a local authority we will not seek to exploit our position to offer advertising at a cost which undercuts locally available market rates





Advertising with Exeter City Council



BE SEEN EVERYWHERE  
IN EXETER



Digital Advertising opportunities: Exeter St David's Station,  
Exeter Central Station, Exeter Airport & Guildhall Shopping Centre

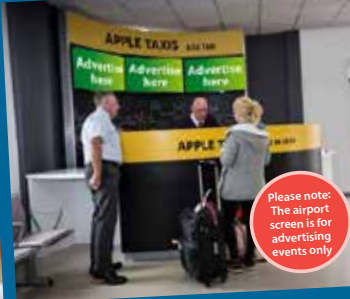
Book a spot on our digital advertising screens at Exeter Central Station, Exeter St David's Station, Guildhall Shopping Centre and Exeter Airport to potentially reach millions per year.

Screens available at:

- Exeter St David's Station - 43 inch
- Exeter Central Station - 43 inch
- Guildhall Shopping Centre - 65 inch
- Exeter Airport

Discounts available for advertising for longer periods:  
3 months 10% discount  
6 months 20% discount  
12 months 35% discount

Design:  
We can provide a complete design and artwork service if required. Please enquire for a quote.



Price includes all 4 screens per week

	Visit Exeter Member	Non-member
All 4 screens		
10 seconds	£75 + VAT	£100 + VAT



For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265597



Visit Exeter website banner adverts

Promote your business to 50,000 unique visitors per month online by placing a web banner on [www.visitexeter.com](http://www.visitexeter.com) - the official tourism website for Exeter.

Banner adverts link directly to your website. Dimensions are 300 x 250 pixels, and can be supplied either as a JPEG or animated GIF.

Please send finished artwork files to: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk)

Design:  
We can provide a complete design and artwork service if required. Please enquire for a quote.

Price per month		
Visit Exeter	Member	Non-member
All pages	£75	£150
Sectional	£50	£100

Dimensions: 300 x 250px  
Files: .jpeg or Animated Gif



For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265597





Delivered by Exeter City Council



### Vehicle advertising around the city

Our fleet of vehicles are out and about in Exeter every day, including the city centre, main and side roads, avenues and cul-de-sacs. Advertising on these vehicles creates a moving canvas and is the ideal way to promote your business to residents and the local community.

Prices start from  
£500 per year

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

**Production and installation:**  
There is a one-off charge per vehicle for the print and application of your advert on a high quality vinyl. Price will vary depending on vehicle.



For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265597



Delivered by Exeter City Council



### Street banner advertising throughout Exeter city centre

Exeter City Centre attracts thousands of visitors per month and would create a perfect all year round opportunity for unrivalled direct advertising and exposure to shoppers.

We can offer multiple banner locations throughout the city centre with full advertising.

£150 per week - excludes production & installation

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

**Production and installation:**  
To be arranged separately.  
Please enquire for further information and booking form.



For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265597



Delivered by Exeter City Council



### Exeter Citizen is our quarterly newspaper

All residents and businesses get a free copy

**Design:**  
We can provide a complete design and artwork service if required. Please enquire for a quote.

**Production and installation:**  
This is included in the fee and is guaranteed for the duration of the agreement.

Citizen	Banner	Quarter page
All pages	COMING SOON	
Sectional		

For information & bookings, please email: [advertising@exeter.gov.uk](mailto:advertising@exeter.gov.uk) or call 01392 265597