

# Devon Association of Smallholders



## Policy on Advertising

**The Association's policy on advertising in the newsletter & on the DASH website is founded on the following principles:**

- *That personal (non-trade) advertising is free to DASH members*
- *That all advertising should be in keeping with the aims and spirit of the Association and be deemed to be useful to the membership*
- *That all advertising is at the discretion of the Executive Committee*

### **General Policy Points**

1. The Executive Committee may vary the contents of this Policy as the need arises, in particular the descriptions of the various types of advertisement and the rates charged to advertisers.
2. The free adverts are for all Members. Members' personal "items for sale or barter", "items wanted" or "items for hire", for smallholding-related purposes only will be accepted free of charge.
3. Members are not permitted to place adverts on behalf of friends who are non-members.
4. The committee reserve the right to edit any adverts
5. Any advertisement which is categorized as a trade advertisement shall be subject to a charge as detailed below. A trade advertisement is one where the advertiser derives a regular income from trading in the commodity being advertised.
6. Furthermore, any advert which is submitted to the newsletter for more than two consecutive issues that remains unchanged in content will also be considered as trade and charged.
7. Non-members may not submit advertisements for inclusion in the free "small ads" section of the newsletter.
8. Advertisers who are not members of the Association may submit advertisements for inclusion in the newsletter at the discretion of the Manager and in compliance with the provisions of this Policy.
9. Advertisements from non-members of the Association will be subject to a surcharge over and above that charged to members for trade adverts.

## **Types and Categories of Advertisement**

10. Members' free textual "small ads" should be relevant to smallholding and the text should be restricted to as few a words as necessary to promote the particular item, as space is often limited. These free ads will appear in both the newsletter and on the members only section of the DASH website
11. There will be two classes of trade advertisements, each with its own pricing structure:
  - a. A "Small Ads" type advertisement which consists entirely of text and which will be charged per issue at the rate detailed below in section 19 d. These advertisements will be placed in a separate 'trade' section and further categorized into sections such as "Machinery/Plant", "Livestock", "Services", and any other category as required by the circumstances of the advertisement. Any advertisement which contains more than one item, and which if split up would appear under more than one section as described in this paragraph, will at the discretion of the Manager be split into suitable discreet advertisements and be charged accordingly.
  - b. An "Artwork" advertisement which may consist of a mixture of text and graphic design, which will be accepted for inclusion on a per-issue, six-monthly or annual basis, & which will be charged at the rate detailed below in the table.
  - c. Both of the above paid trade advert types will appear on the publically accessible areas of the DASH website as well as in the newsletter sent to members
13. Adverts are only accepted and printed/included on the DASH website at the Editor's discretion. Where a member disagrees with a decision, the member shall have recourse to appeal in person or in writing, to the Executive Committee, whose decision on the matter will be final.

## **The Role of the Advertising Manager**

14. The Executive Committee will elect to its body, under para 5(d) of the Constitution, a Manager whose responsibility will be the co-ordination of advertising in the newsletter and on the DASH website. The Manager will be responsible to the Executive Committee for carrying out the advertising policy of the Association, and for liaising with the Executive Committee on matters to do with advertising.
15. The Advertising Manager will be the first point of contact for members or non-members wishing to advertise in the newsletter or on the DASH website. The Manager will agree with the advertiser the following:
  - a. The category of advertisement which is being submitted - i.e. whether the advertisement is a free personal advertisement from a member or a chargeable trade advertisement

- b. In the case of a “SmallAds” trade advertisement, the length of the advert, the words to be emphasised, and the appropriate trade section in which the advertisement will appear.
- c. In the case of “Artwork” advertisements, the suitability of the artwork, the proportion of the page taken up by the advertisement, and the appropriate fee.

16. The number of trade advertisements in each category - “SmallAds” and “Artwork” and their positioning within the newsletter shall be at the discretion of the newsletter editor.

17. The Advertising Manager reserves the right to edit advertisements which may for example be underpaid or payment overdue. The advertising manager reserves the right to withdraw or refuse any advertisement.

18. The Advertising Manager cannot be held responsible for adverts that are not included in the newsletter where they are not received or received after the copy deadline which is usually by 5pm on the 23rd of the month unless otherwise indicated. The Advertising manager will acknowledge receipt of adverts received by email, and will assist members in the placement of free adverts in the members only section of the website.

### **Rates for Advertising**

19. The chargeable rates for trade advertisements in the newsletter and on the DASH website are as follows:

- a. The rates quoted below are for single colour or black and white. There is no additional charge for colour printing.
- b. An invoice will be sent when trade adverts are submitted. As soon as the invoice is settled the advert will be placed on the website and submitted for inclusion in the next newsletter. Cheques are to be made out to DASH and crossed or payment can be made by BACS using your invoice number as reference. Please notify the advertising manager when paying by BACS.
- c. Invoices and/or receipts will be issued.
- d. One-off text advertisements are: £1 for members per eight words, per month, £2 for non members per eight words per month. The name and contact details of the advertiser shall be included free of charge and not form part of the chargeable text.
- e. Up to six words may be printed in capitals free of charge as agreed with the Manager at the time of placing of the advertisement.
- f. A charge of £18/year is applicable for members’ text trade adverts that appear unchanged for 12 months; and, a charge of £10 for six months unchanged.

- g. The Advertising Manager will place a code at the end of each trade advert to identify when the advert is due to expire.
- h. Third party training adverts will be charged at the usual rate detailed above for text or in the Graphic table below as applicable. Adverts will be placed in the Trade 'Training' section.
- i. Submit graphic adverts as a JPG.
- j. For "Artwork" advertisements the following rates shall apply:

Graphic/ Artwork Advertising Rates	Members			Non-members		
	1 Issue	6 months	12 months	1 Issue	6 months	12 months
1/8 page 10cm x 7cm	£10	£25	£45	£15	£45	£65
1/4 page 15cm x 10cm	£19	£55	£100	£29	£75	£120
1/2 page 21cm x 15cm	£35	£100	£190	£52	£120	£210
<b>Banner Ads</b>	£15 Per Month			: £25 Per Month		

### How to place an advert

- Free ads can be uploaded by members directly to the DASH website members area, or submitted by email or post.
- Whatever the method of submission, trade advertisers should always include their name, address and membership number to enable verification of authenticity for inclusion.
- To be guaranteed inclusion in the next issue, the **deadline** for receipt of adverts by email or post is **5pm** on the **23rd** of each month (unless otherwise notified in the preceding newsletter, on Facebook, Twitter or on [www.devonsmallholders.co.uk](http://www.devonsmallholders.co.uk))
- Email** adverts should be set out in the body of the email and need not be submitted in a separate document, and should be sent to the address below; adverts will be acknowledged upon receipt:

**[advertising@devonsmallholders.co.uk](mailto:advertising@devonsmallholders.co.uk)**

- Postal** adverts should be typed or written legibly and sent to:

**Dash Advertising, Basset Farm, Quagmire Lane, Holsworthy EX22 7BL**

- Payment** is due upon receipt of the invoice.
- Please note that the Advertising Manager is a volunteer position and usually the Manager has a full time job and/or smallholding and is therefore not reliably contactable by telephone at all times. Members are kindly requested to upload their own adverts, email or post their adverts in preference to telephone

submission. Telephone enquiries regarding advertising should be referred to the number given in the most recent issue of the newsletter for the Advertising Manager.