

Introduction

Revenue from advertising covers the cost of publishing *The Magazine* thus allowing it to be distributed free to readers.

This policy enables the overall objective of *The Magazine*, as adopted by the Mylor Flushing Community Publications CIC, to be met:

“To serve the community of Mylor & Flushing by providing channels of communication, information and support.”

All advertisers will be encouraged to review and refresh their advertisement annually in order to keep The Magazine looking up-to-date and thus attract new customers.

Criteria

Orders for advertising may be accepted if they meet the criteria as set out in this policy:

1. It is the goal of *The Magazine* to maintain the level of regular advertising to no more than 50% of the total space available.
2. Priority, where possible, will be given to local businesses, services, voluntary community groups and charities. **Please note: ‘Local’ refers to the area within the Mylor Parish boundaries.**
3. Locally based charities, voluntary community groups, other events and fundraising activities that benefit the community, will be eligible for a 50% discount on the advertised rate.
4. Advertisements will not be accepted for:
 - a. Political campaigning
 - b. Religious services
 - c. Products/events of an adult nature
 - d. Alcohol or other substances that carry a health warning
 - e. Any other product/service deemed inappropriate e.g. money lending
5. It is our preference that all advertisements are in full colour. This takes full advantage of the high-quality finish of *The Magazine*.
6. Advertorials (editorial that contains an advert e.g. event/service with pricing etc. for personal or business gain) are charged at the same rate as advertisements.
7. Where possible the number of advertisements offering the same product or service shall be restricted to no more than 4 per issue, subject to available space.
8. All advertisements are subject to space available at any given time, and at the discretion of the Editor in line with this policy.
9. Our payment terms are 7 days from the date of invoice which will be automatically emailed to you. We appreciate your prompt payment. We regret that we are unable to guarantee inclusion of adverts in future editions of *The Magazine* if three or more invoices remain outstanding