



## Madeley Matters Advertising Policy

Following public consultation, Madeley Matters Editorial Board has agreed to feature advertising in forthcoming publications.

The purpose of including advertisements is: -

- To inform readers about local goods and services
- To support local businesses and encourage economic activity.
- To offset some of the production costs.

To ensure that any advertising meets its stated purpose the following rules for inclusion have been agreed: -

1. Priority will be given to businesses or services that are based within Madeley Parish.
2. All advertising must, in the judgement of the editorial board, conform to commonly accepted standards of taste and decency and not be racist, sexist or otherwise offensive
3. No goods or services that the editorial board considers inappropriate will be featured.
4. The editorial board will decide which part of the magazine the advertisement will be placed in.
5. No advertising that promotes political parties, political groups or political events will be accepted
6. The Editorial Board reserves the right to refuse to publish advertising for any of the above reasons.

Advertising charges in Madeley Matters will be kept low in order to address local conditions  
Charges for box adverts are as follows: -

Full Page	195 x 270 mm	£175.00
Half Page	195 x 135 mm	£88.00
Quarter Page	95 x 130 mm	£44.00
Small Box	95 x 65 mm	£22.00

Policy Approved: June 2023

Policy Review: June 2026