

***Waltham Forest Echo* Advertising Policy**

This advertising policy has been drawn up by the *Waltham Forest Echo* editorial team (publisher, editor and project manager) and agreed following consultation with the *Echo* membership in April 2017. If a member feels the policy has subsequently not been followed, they can raise this directly with the editorial team to seek a resolution.

General policy

1. Paid advertisements will be actively sought for the sole purpose of ensuring the ongoing financial viability of the *Echo*, and all income received will be reinvested in the paper;
2. The *Echo* will offer discounted advertising rates for local not-for-profit organisations, in line with the community-ethos of the paper;
3. All advertisements carried by the *Echo* will be clearly labelled and separated from editorial content;
4. Editorial content will not be influenced by any advertisement or advertiser, and the *Echo* will always have the right to publish content that could criticise or otherwise negatively impact advertisers;
5. The volume of advertising content in any one edition should not exceed the volume of editorial content, and the *Echo* will seek to increase pagination of editions where this might occur in order to prioritise editorial content;
6. Any changes to this advertising policy must be made in consultation with the *Echo* membership.

Ethical considerations

7. The *Echo* will not accept adverts from political parties;
8. The *Echo* reserves the right to refuse to publish an advert on ethical grounds, including but not limited to:
 - Advertisements that contain discriminatory material,
 - Advertisements that promote the mistreatment of people or animals,
 - Advertisements from organisations with a proven record of mistreatment or discrimination;
9. Decisions by the editorial team to sell advertising will be made with consideration to the above, but *Echo* members have the right to request a meeting to discuss any advertisement that they feel is unethical;
10. Where the editorial team decides not to proceed with the publication of an advertisement on ethical grounds, an explanation of this decision will be provided to the advertiser.

Payment

11. Advertisers must pay the agreed fee for their advert within one month of publication;
12. Advertisers that have not yet paid for an advertisement in a previous edition will not be permitted to advertise with the *Echo* until such payment is received;
13. Advertisers that require assistance with the design of their advert may be charged an extra fee for this service;
14. Discounts may be offered to regular advertisers.