



WALTHAM FOREST ECHO

Advertising Policy

This advertising policy has been drawn up by the Social Spider CIC editorial team (publisher, editor and project manager) following consultation with members of our first publication Waltham Forest Echo in April 2017. This policy was updated in February 2024. The advertising policy remains in place for all of our community news publications. 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 *Waltham Forest Echo*, and all income received will be reinvested in the publication;
- 2: *Waltham Forest Echo* will offer discounted advertising rates for local not-for-profit organisations, in line with the community-ethos of the publication.
- 3: All advertisements carried by *Waltham Forest Echo* will be clearly labelled and separated from editorial content;
- 4: Editorial content will not be influenced by any advertisement or advertiser, and *Waltham Forest 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 *Waltham Forest Echo* will seek to increase pagination of editions where this might occur in order to prioritise editorial content;

Ethical Considerations

- 6: *Waltham Forest 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;
- 7: Decisions by the editorial team to sell advertising will be made with consideration to the above, but *Waltham Forest Echo* members have the right to request a meeting to discuss any advertisement they feel is unethical;
- 8: 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

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