

## ADVERTISING POLICY

CoramBAAF is looking to maximise revenue from advertising and welcomes the opportunity to publicise information for its members and other interested parties.

Advertising will be sought which reflects the broader interests of the adoption, fostering and child care communities (such as conferences, publications and courses on related subjects such as law, mental health, therapeutic services and medicine). However, it will not always be possible to respond positively to requests as there is clearly a need to ensure that accepting or displaying advertising does not conflict with CoramBAAF's policy or operational objectives. These broader objectives can include the need to generate revenue through promoting certain services and products provided by CoramBAAF. In this case it would not be appropriate to accept advertising for 'competing' services and products. What constitutes a competing service or product will change from time-to-time and will therefore be judged on a case-by-case basis.

The scope of this policy is intended to include both the soliciting and acceptance of all forms of advertising, including inserts in mailings and delegate packs, adverts in printed publications and email bulletins, and promotion on websites. Advertising is provided at a charge to the client, with discounts offered to members of CoramBAAF. These charges will be published.

Where appropriate, CoramBAAF will consider entering into **reciprocal advertising** arrangements with interested parties. This will be assessed on a case by case basis and will be dependent on a range of factors such as the compatibility of the parties involved, the advertising method to be used and the size of the audience to be reached.

A maximum level of advertising will be set for each source (e.g. membership mailings, website or journal). Intrusive advertising will be avoided.

**Endorsement** – acceptance of advertisements does not imply endorsement by CoramBAAF of companies, products or services.

**Quality control** – acceptance of advertising will be subject to a sample being supplied to check for quality of content and design.

**Client** – where space becomes limited, priority will be given to CoramBAAF members and to not for profit organisations over commercial organisations.

**Inclusion** – the values expressed in the content of any advertising material must not directly conflict with CoramBAAF's core values. CoramBAAF reserves the right to decline to promote products or services, including those produced by member agencies, which could have a negative commercial impact on a CoramBAAF product or service. CoramBAAF does not take an 'acceptable' listing approach ie. defining permitted advertising, but rather follows a 'not acceptable' listing approach ie. assuming that advertising is permitted unless it falls into the following prohibited categories:

#### Types of organisation

- Political organisations
- Lobby groups
- Manufacturers and distributors of tobacco products
- Manufacturers and distributors of alcohol

#### Products

- Tobacco
- Alcohol
- Pornography and adult content
- Gambling and betting services

The final decision to accept advertising rests with CoramBAAF.

This policy is reviewed on a regular basis.

CoramBAAF April 2017