

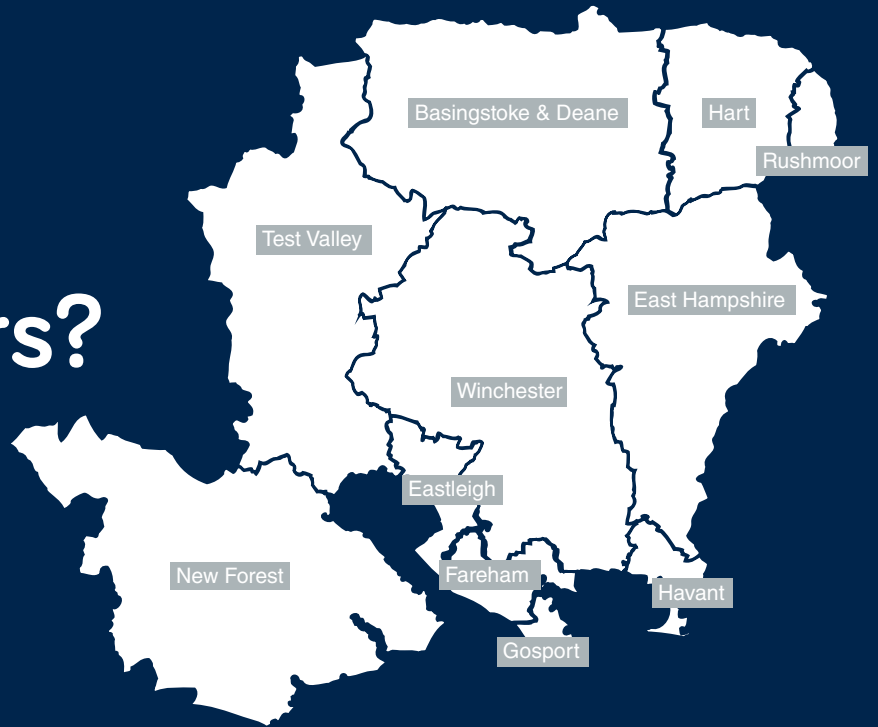
Advertising Opportunities

with Hampshire County Council

- 3 Hantsweb
- 5 Hampshire Now
- 9 A Guide to Better Care and Support
- 11 The Guide to Residential Care
- 13 Eastleigh Borough Council's Borough News

Want to reach new customers?

Hampshire County Council's advertising opportunities offer a greater reach than any other channel in Hampshire.



Hantsweb

Hantsweb is the County Council's website. Providing a wealth of information about Council services and Hampshire, it attracts over 7 million unique visitors and 56 million page views a year.

Hampshire Now

Hampshire Now is the County Council's award winning flagship magazine. It is produced three times a year and is delivered to over 550,000 households across Hampshire.

A Guide to Better Care and Support

A Guide to Better Care and Support is an annual publication which gives invaluable information and advice on all aspects of independent living.

The Guide to Residential Care

The annual Guide to Residential Care has become the definitive reference source for those looking to move to residential care in Hampshire.

Borough News

Borough News is Eastleigh Borough Council's flagship quarterly newspaper delivered to 52,500 homes across the borough. Working in partnership, Hampshire County Council handles advertising opportunities within the publication on behalf of the borough council.

To book advertising space or for further information
please contact the advertising team:

CALL 01962 845520 EMAIL advertising@hants.gov.uk

Hantsweb

Hantsweb is our comprehensive gateway to information on Hampshire – for residents and visitors alike. It tells you all you need to know about all County Council services as well as providing useful facts and details about things to do and see in Hampshire.

Hantsweb is the most visited local authority website in the UK attracting over 7 million unique visitors a year! It is one of our main channels of communication with residents and visitors planning a trip to Hampshire. Where else can you get an audience like this?

Are you a florist? Advertise on our Weddings pages. Are you a college or university? Advertise on our College pages. Are you a new business or do you want to reach new customers? Advertise on any of our most popular pages, such as our Libraries pages.

We have a huge range of pages to suit advertisers. The opportunities are endless! AND, unlike most websites, we offer exclusivity by only placing ONE advertisement on any page.

The screenshot shows the Hantsweb website interface. The header includes the site name, navigation links, and a search bar. The main content area is titled 'Roads and Transport' and is divided into several sections:

- Transport:** Includes links for public, community, and school transport; bus passes and concessionary travel; community transport services; transport and road improvement schemes; traffic management; and notifying the council of an abnormal load.
- Travel:** Includes links for up-to-the-minute road and public transport travel information, planning journeys by bus, coach, or train, checking roads with traffic cameras, safer routes to school, and HantsCarShare.
- Roads and streets:** Includes reporting potholes or road problems, roads, snow, ice, and road salting; street lighting; roadworks in Hampshire; highways public notices; road safety; and motorways and trunk roads.
- Car Parking:** Includes links for council car parks, blue badge application, and South Winchester Park and Ride.
- Transport plans:** Includes local transport plans and consultations.

 There are also advertisements for 'Taxi Insurance' and 'latest roadworks' visible on the page.

The screenshot shows the Hantsweb website interface for the 'Education Jobs Hampshire' section. The header is similar to the previous screenshot. The main content area is titled 'Education Jobs Hampshire' and includes:

- Education Jobs Hampshire:** A section describing recruitment support for Hampshire County Council's schools and colleges, including support for Newly Qualified Teachers (NQT), Teacher Trainers, Supply Teachers, and Support Staff.
- Job Vacancies:** A prominent purple button labeled 'Job Vacancies'.
- How we do it:** A section explaining that the site provides a simple gateway to find opportunities in education, with over 100,000 hits per month.
- Useful Links:** A list of links for Education Jobs home, Job Vacancies, Teaching, Support, Leadership, More Education Jobs, Living and Working in Hampshire, Contact Us, Our Schools & Children's Centres, and Feedback Form.
- Advertisements:** Two ads are visible: one for 'REED EDUCATION' recruiting new supply teachers, and another for 'New Leadership Opportunities' at Appleshaw St Peter's CE Primary in Andover.

 The footer contains accessibility options, disclaimer, privacy & cookies, service availability, and call charges.

RATE CARD 2013-2014

Hantsweb



Advertise on any of our pages on Hantsweb. Individual pages or packages of pages are priced on request – current rates range from £20 to £250 per month with discounts available for a 12 month booking.

The standard advertisement size is rectangular 180x150 pixels. All adverts are static but can have a direct link to your website.

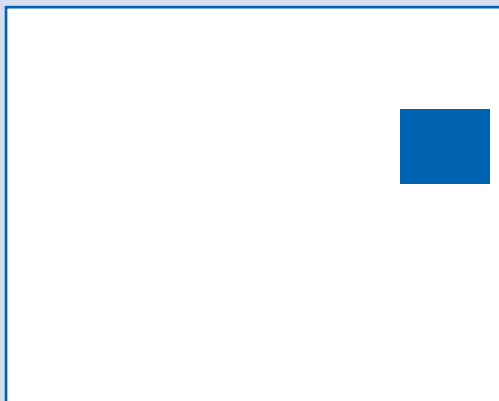
Advert creative

If you don't have an advert we can produce one for you for just £75 + VAT. This price is based on all logos, text and imagery being supplied.

Landing page

If you don't have a website, we can create a landing page for you so viewers can enter enquiries and contact details. A landing page costs £35 + VAT. Alternatively, your advert does not have to be clickable, it could just feature your phone number.

Artwork dimensions



180 x 150 pixels

TO BOOK

CALL 01962 845520

EMAIL advertising@hants.gov.uk

Hampshire Now

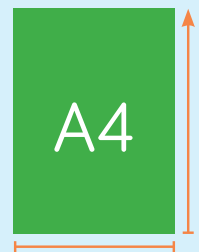
Hampshire Now publication details:



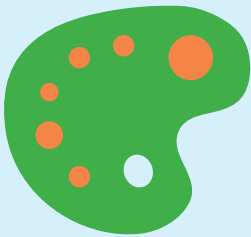
Print run: 560,000
copies (approx)



Print runs are determined shortly
before each distribution to allow
for new addresses/changes to
postcodes for accuracy



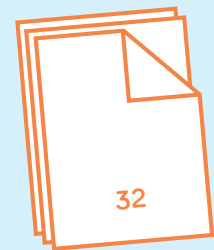
Size: A4 Upright



Colour: Full colour



Frequency: Three times a year
– March, July, November



Pages: 32 pages



Distribution: By Royal Mail
to over 550,000 households
across Hampshire



Wider distribution: Sent to care homes,
Citizen Advice Bureaux, Military and
Naval bases, parish councils, doctors
surgeries, our information centres,
museums and country parks, Hampshire
Fire and Rescue, libraries, 11 selected
supermarkets (Tesco, Morrisons,
Sainsburys and Asda) and online at
www.hants.gov.uk/hampshirenow



Alternative formats: Copies are
available in large print, Braille, audio
tape, audio CD and in an alternative
language when requested

RATE CARD 2013-2014

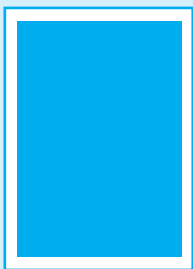
Hampshire Now

We have a range of advertising opportunities for Hampshire Now. The magazine is produced three times a year – March, July and November.

Hampshire Now	Duration	Full page	Half page	Quarter page
Main rate (run of paper)	Per issue	£3,100	£1,600	£850
Premium space - outside back page	Per issue	£3,500	£1,800	--
Premium space - Inside front page	Per issue	£3,400	£1,750	--
Premium space - Inside back page	Per issue	£3,300	£1,700	--
What's On listing	£350 (50 words plus your logo)			
Discount for multiple bookings	5% off three consecutive bookings			
Sponsorship opportunities	Please contact us to discuss a tailored package and price (see page 8)			

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.

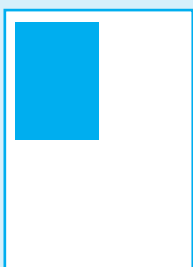
Artwork dimensions



Full page
(portrait)
180 x 277mm



Half page
(landscape)
180 x 133mm



Quarter page
(portrait)
86 x 133mm

Artwork specifications

Adverts can be supplied in any of the following formats:

- EPS file with embedded fonts and images
- Postscript file with embedded fonts and images
- Indesign CS files (with fonts, images etc) – Mac files only
- High resolution (300dpi) PDF file with embedded fonts
- Four colour process CMYK – all spot colours must be converted to four colour process

TO BOOK

CALL 01962 845520
EMAIL advertising@hants.gov.uk

Sponsorship Opportunities

For companies who wish to take advantage of more exclusive advertising opportunities in Hampshire Now and on Hantsweb, purchasing a unique sponsorship package can help enhance your brand awareness as well as reinforce your commitment to the community of Hampshire. Packages can be tailored to suit your requirements.

There are a number of reasons why being associated with Hampshire County Council would be beneficial:

Direct distribution to over half a million Hampshire households

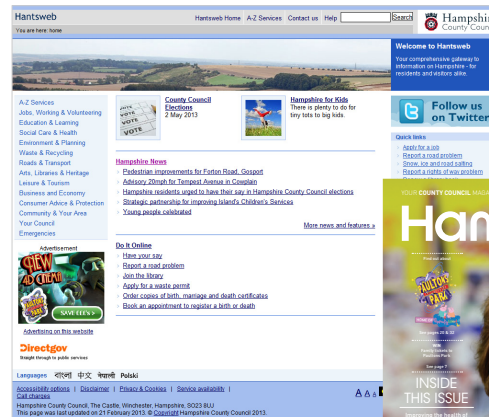
Kudos of being associated with Hampshire County Council - a reputable, high performing authority

Extensive brand raising awareness opportunities

Opportunities to promote specific messages together in partnership

Links from our website – Hantsweb – attracting over half a million views per month

Coverage on our social-media pages



Example of a sponsorship package:

- Advertiser's logo on front cover of Hampshire Now
- Two further logos inside the magazine on popular pages
- Advertising space in Hampshire Now
- Space to offer readers a competition
- Article link-ups with related council services
- Events listings in the What's On section
- Hyperlinks to advertiser's website on digital version of Hampshire Now
- Web advert on Council's website - Hantsweb
- Advertiser's promotional video footage on Hantsweb
- Recognition via HantsConnect Twitter site

To discuss a tailored package

CALL 01962 845520

EMAIL advertising@hants.gov.uk


A Guide to Better Care and Support

A Guide to Better Care and Support is published annually by the Adult Services department. It contains a wealth of information on care and support in the home and on all aspects of independent living as well as comprehensive listings of domiciliary care agencies across Hampshire. The Guide is relied on by members of the public, social care professionals and voluntary agencies.

Copies are distributed widely around the county to all doctors surgeries, social care professionals, libraries, main hospitals, Citizens Advice Bureaux, Age Concern offices and information centres. A digital version is also available at www.hants.gov.uk/care-at-home-publications




The Guide holds valuable advertising space for advertisers wanting to target older people, their families, carers, social care professionals and voluntary agencies.


A Guide to Better Care and Support 15th Edition
 Spring 2012 – Spring 2013



Practical information on all aspects of independent living as well as support for you, your family and other carers. Includes detailed listings of organisations providing home care services.

www.hants.gov.uk/carechoice

On behalf of   



Chapter 3 Help with living at home

In this chapter you will find information on:

- **Help with everyday tasks**
- **Making your home safe**
- **Maintaining your home**
- **Housing options**

Coping with everyday tasks
 Many people find that after a period of illness they need help either for a limited time or for the longer term. Some people may just need some support to adjust to their new circumstances and either re-learn old skills or acquire new skills which will enable them to cope.

Adult Services assessments
 If you find that you are no longer able to carry out basic tasks such as getting yourself washed and dressed or getting to the toilet, Adult Services can undertake an assessment. If your needs are assessed as being substantial, they will identify extra assistance you need and may put in place an initial respite programme. See page 10.

Personal care
 Organisations offering ongoing personal care will be able to offer you help with getting up, going to bed, dressing, undressing, washing, bathing, personal hygiene, eating, drinking, using the toilet, managing incontinence and tooth and denture care. They may also be able to help with health-related tasks such as dealing with pressure sores.

All organisations offering personal and/or nursing care have to be registered with the Care Quality Commission.

A-Z of Home Care Organisations and services

For a list of organisations in your local area see pages 78 – 84

Organisation	Address	Phone	Local area covered	Help for	Alzheimer's help	Shopping	Personal care	Transportation	Companionship	Respite services	Night care	General
Ab - Ag												
Abicare Services Ltd	134 Parkway Business Centre, Campbell Road, Eastleigh SO50 5AD	023 8065 0926	Countywide	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Able Community Care Limited	The Old Parish Rooms, Whitehanger Lane, Totton, North Hants RG27 4TZ	01403 764567	Countywide	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
ACBS Care	Unit 110, Veery Business Centre, Portsmouth PO1 1FJ	023 9287 3248	Farnham, Gosport, Havant, Portsmouth	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Access Care Ltd	Suite 4, Berrymore, Centre Close, Andover SP10 3JG	01264 326505	Test Valley, East of New Forest, A. D.	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Aqua Droids Ltd	Cherry House, 14 Bass Road, Alton GU14 1ND	01420 85202	North East Hampshire	DE OP PD SI	*	*	*	*	*	*	*	*
Active Assistance	2nd Floor, South Way, Sevenoaks TN13 1YJ	0844 94 61416	Countywide	PD	*	*	*	*	*	*	*	*
Admiral Care Ltd	1, Wickham Road, Coppen Road, Portsmouth PO3 5LB	023 9269 9461	Farnham, Gosport, Havant, Portsmouth	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Advantage Healthcare	7 Alexander Road, Farnborough GU14 4BJ	01252 376123	Countywide	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Advantage Healthcare	46b Wain Street, Portsmouth PO16 9UN	023 9238 3333	Farnham, Gosport, Havant, Portsmouth	DE LD OP PD SI	*	*	*	*	*	*	*	*
Advantage Healthcare	7 Alexander Road, Farnborough GU14 4BJ	01252 376123	Countywide	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Advantage Care	70-74 Brunel Street, Stockton TS18 1DW	01462 343285	Countywide	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Albion Trust	1, 15-16, 18-19, 21-22, Victoria Road, Victoria House, Victoria Road, Aldershot GU11 1EJ	01252 352337	Hart, Portsmouth, Bournemouth	LD SI	*	*	*	*	*	*	*	*
Age Concern Hampshire	1, 3-5, Green Road, Winchester SO23 9JA	01962 868545	Countywide	DE OP PD	*	*	*	*	*	*	*	*
Agicare	7 Whitfield Road, New Milton BH25 4DE	01425 614600	New Forest	DE LD PD OP PD SI	*	*	*	*	*	*	*	*
Agicare	218 Winchester Road, Basingstoke RG21 4BE	01256 479995	Basingstoke and Deane	DE OP PD	*	*	*	*	*	*	*	*
Agicare	5D Romford Street, Totton	023 8013 9880	Countywide	DE LD PD OP PD SI	*	*	*	*	*	*	*	*

KEY DE people with dementia PD people who need care because of old age A people with past or present alcohol dependence LD people with learning disabilities PD people with physical disabilities D people with past or present drug dependence PD people with mental illness SI people with sensory impairment Farn families with children

RATE CARD 2013-2014

A Guide to Better Care and Support

We have a range of advertising opportunities to suit all budgets and includes our free design service. The Guide is produced annually in April.

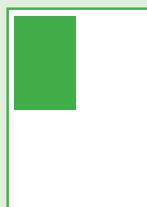
A Guide to Better Care & Support	Size	Black / cream	1 extra colour	Full colour
Eighth page	61 x 91 mm (landscape)	£210	£250	£380
Quarter page	127 x 91 mm (portrait)	£405	£480	£690
Quarter page	61 x 190 mm (landscape)	£405	£480	£690
Half page	259 x 91 mm (portrait)	£735	£850	£1,215
Half page	127 x 190 mm (landscape)	£735	£850	£1,215
Full page	259 x 190 mm (portrait)	£1,420	£1,600	£2,150
Premium positions	For 10% extra you can book a premium position (please call to discuss positions)			

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.

Artwork dimensions



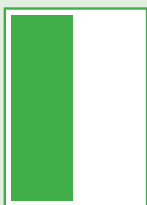
61 x 91 mm
(landscape)



127 x 91 mm
(portrait)



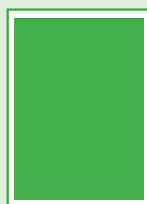
61 x 190 mm
(landscape)



259 x 91 mm
(portrait)



127 x 190 mm
(landscape)



259 x 190 mm
(portrait)

Free design service

Our skilled designers can help you make the most of your ideas and your advertising budget.

We will supply an initial proof, based on your instructions and up to two further proofs, incorporating any required amendments at no charge. Any further amendments which are requested will be charged at the rate of £15 per proof supplied.

Placing of advertisements

Advertisements for domiciliary care providers are normally placed as near as possible to their alphabetical listing. Advertisements for other services are grouped together for maximum impact.

TO BOOK

CALL 01962 847691

EMAIL advertising@hants.gov.uk

The Guide to Residential Care

The Annual Guide to Residential Care is published annually by the Adult Services department. It contains comprehensive listings of all nursing and residential homes in Hampshire as well as advice and information on all aspects of residential care.

The Guide has become the definitive reference source in Hampshire for information on residential care and is relied on by members of the public, social care professionals and voluntary agencies.

Copies are distributed widely around the county to all doctors surgeries, social care professionals, libraries, main hospitals, Citizens Advice Bureaux, Age Concern offices and information centres. A digital version is also available at www.hants.gov.uk/resicare-publications

The Guide holds valuable advertising space for advertisers wanting to promote their care services to older people, their families, carers, social care professionals and voluntary agencies.

The Guide to Residential Care 18th Edition

Autumn 2012 – Autumn 2013

Practical information about moving into residential care
PLUS
easy to follow listings of registered care homes

www.hants.gov.uk/carechoice

Hampshire County Council

On behalf of Portsmouth City Council

2 Paying for your care

For most people, the decision to move into a care home is a difficult one and, once you have decided that this is the right care option for you, it is important to find out what costs will be involved and to establish whether you can get any financial help.

What does care cost?

The cost of care varies greatly from one care home to another and can vary within a home. Costs depend on the type and level of care that someone needs, the facilities offered in the home, as well as the specification of a particular bedroom. We are unable to list the fees for each home in this guide. However, the Care Quality Commission (CQC) Inspection Report for each home gives their fees range at the time of inspection. Website: www.cqc.org.uk Tel: 03000 61 61 61

It is generally the case that care homes with nursing cost more than those without and, in any home, a single room with an en-suite bathroom will cost more than a twin room and a bathroom shared with other people.

As a guide, the current starting price for a place in a care home without nursing ranges from around £450 a week to about £650 a week, depending on the home and what level of accommodation and/or specialist care it offers. Similarly the starting price for a place in a care home with nursing ranges from around £560 a week to about £1,000 a week – see page 23 for information on funded nursing care.

These prices increase according to the type of care and/or accommodation offered – but it is important to remember that cost does not necessarily equate with the quality of care offered.

Hythe / Lee-on-the-Solent

	Acc	Weekdays in	When you pay for care	Normal daytime	Normal evenings			
Hythe <i>see also Ashurst, Lyndhurst, Totton</i>								
Care Homes								
Ashlett Dale Rest Home Stonchills, Fawley, Southampton SO45 1DU Private	023 8089 2075	16	DE	OP	PD	SI	*	*
Balleges Hall Butts Ash Lane, Hythe, Southampton SO45 3JQ Private	023 8084 9319	25	DE	HD	OP		*	*
Cottage Farm Southampton Road, Dibden, Hythe, Southampton SO45 5TA Private	023 8084 0641	5	LD					
Dryad Spinney West Common, Blackfield, Southampton SO45 1XP Private	023 8089 7120	5	LD					
Oslands Rest Home Vails Lane, Marshwood, Southampton SO40 4WW Private	023 8084 5759	29	DE	OP			*	*
Seventree Residential Care Home Blackfield Road, Southampton SO45 1EH Private	023 8089 2671	8	LD					
Sundial Cottage Care Home Bodminster Drive, Twyford, Southampton SO45 1BW Private	023 8089 1031	22	DE	HD	OP	PD	SI	*
Care Homes Offering Both Types Of Care								
Little Haven Bealieu Road, Dibden Purlieu, Southampton SO45 4P Voluntary <i>The Wincley Association</i>	023 8084 7222	41	OP				*	*
West Cliff Hall Care Home West Street, Hythe, Southampton SO45 6AA Private	023 8084 4938	59	OP				*	*
Lee-on-the-Solent <i>see also Ashurst, Gosport</i>								
Care Homes								
Chesterholm Lodge 10 Britton Road, Lee-on-the-Solent PO13 9JU Private <i>We accommodate younger people from the age of 18.</i>	023 9255 9169	16	DE	HD			*	*
33 Montserrat Road Lee-on-the-Solent PO13 9NE Voluntary <i>NCF</i> <i>Sanctuary Care Limited</i>	023 9255 0793	4	LD					
Shangri-La Care Home 17 Mill Hill Road, Lee-on-the-Solent PO13 9LU Private	023 9279 9859	26	DE	MD	OP		*	*
Victoria Square Lee-on-the-Solent PO13 9NE Private <i>NCF</i>	023 9255 2772	6	LD					
Warren Residential Lodge Change Lane, Lee-on-the-Solent PO13 9PF Private	023 9255 2810	31	OP				*	*
KEY								
DE	people with dementia	SI	people with sensory impairment					
LD	people with learning disabilities	A	people with past or present alcohol dependence					
MD	people with mental illness	D	people with past or present drug dependence					
OP	people who need care because of old age	RNHA	RNHA, ECCA, NCA, NCF					
PD	people with physical disabilities		these symbols or letters indicate membership of a care home association					

82 Please refer to the back cover flap of this Guide for further explanations and information.

RATE CARD 2013-2014

The Guide to Residential Care

We have a range of advertising opportunities to suit all budgets and includes our free design service.

The Guide is produced annually in October.

The Guide to Residential Care	Size	Black / cream	1 extra colour	Full colour
Eighth page	61 x 91 mm (landscape)	£210	£250	£380
Quarter page	127 x 91 mm (portrait)	£405	£480	£690
Quarter page	61 x 190 mm (landscape)	£405	£480	£690
Half page	259 x 91 mm (portrait)	£735	£850	£1,215
Half page	127 x 190 mm (landscape)	£735	£850	£1,215
Full page	259 x 190 mm (portrait)	£1,420	£1,600	£2,150
Premium positions	For 10% extra you can book a premium position (please call to discuss positions)			

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.

Artwork dimensions



61 x 91 mm
(landscape)



127 x 91 mm
(portrait)



61 x 190 mm
(landscape)



259 x 91 mm
(portrait)



127 x 190 mm
(landscape)



259 x 190 mm
(portrait)

Free design service

Our skilled designers can help you make the most of your ideas and your advertising budget.

We will supply an initial proof, based on your instructions and up to two further proofs, incorporating any required amendments at no charge. Any further amendments which are requested will be charged at the rate of £15 per proof supplied.

Placing of advertisements

Advertisements for care homes are normally placed as near as possible to the listed entry for the home. Advertisements for other services are grouped together for maximum impact.

TO BOOK

CALL 01962 847691


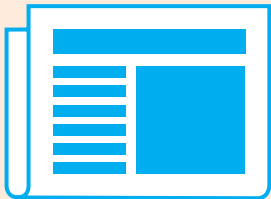
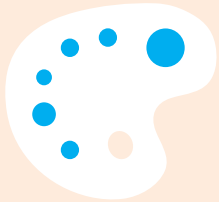

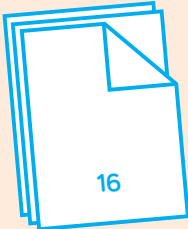

EMAIL advertising@hants.gov.uk

Borough News

As part of a wider initiative to share services, Eastleigh Borough Council has appointed Hampshire County Council to handle the advertising opportunities within Borough News.

Borough News is Eastleigh Borough Council's flagship newspaper delivered to 52,500 homes across the borough, four times a year. It provides an exciting range of up-to-date articles and features about Council priorities, services and events, together with other useful information for residents and businesses.



Borough News publication details:		
 <p>Print run: 53,000</p>	 <p>Size: Tabloid (360 x 292 mm)</p>	 <p>Colour: Full colour</p>
 <p>Frequency: Quarterly</p>	 <p>Pages: Minimum of 16 pages</p>	 <p>Distribution: Door to Door, libraries, Town Centre Office, parish councils and online at www.eastleigh.gov.uk</p>

RATE CARD 2013-2014

Borough News

Eastleigh Borough Council has a range of advertising opportunities for Borough News.

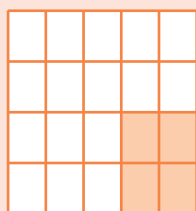
Borough News	Size	Duration	Rate
Full page	315 x 264 mm (portrait)	Per issue	£1,000
Half page	165 x 264 mm (landscape)	Per issue	£550
Fifth page	165 x 106 mm (portrait)	Per issue	£300
Tenth page	83 x 106 mm (landscape)	Per issue	£200
Classified section	60 words maximum	Four issues	£120
Premium positions and sponsorship packages	Please contact us to discuss your requirements		
Discount for new advertisers	10% off first booking		
Discount for multiple bookings	10% off four consecutive bookings		

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.

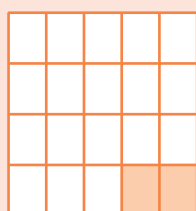
Production timetable 2013/2014

Issue	Booking deadline	Artwork deadline	distribution
Summer	15 April 2013	2 May 2013	29 May – 14 Jun 2013
Autumn	8 July 2013	25 July 2013	21 Aug – 6 Sep 2013
Winter	16 September 2013	3 October 2013	30 Oct – 15 Nov 2013
Spring	15 January 2014	1 February 2014	28 Feb – 16 Mar 2014

Artwork dimensions



1/5 page portrait
165 x 106 mm



1/10 page landscape
83 x 106 mm

Column measurements

- 1 col = 53 mm
- 2 col = 106 mm
- 3 col = 159 mm
- 4 col = 212 mm
- 5 col = 264 mm

Artwork specifications

Adverts can be supplied in any of the following formats:

- EPS file with embedded fonts and images
- Postscript file with embedded fonts and images
- Indesign CS files (with fonts, images etc) – Mac files only
- High resolution (300dpi) PDF file with embedded fonts
- Four colour process CMYK – all spot colours must be converted to four colour process

To view Eastleigh Borough Council's advertising policy visit www.eastleigh.gov.uk

TO BOOK

CALL 01962 846499
EMAIL advertising@hants.gov.uk

Hampshire County Council

Advertising Policy

1. General approach

a. Hampshire County Council (“the Council”) is looking to maximise revenue from advertising and, wherever possible, will therefore permit advertising in its publications such as Hampshire Now, Weddings in Hampshire, The Guide to Residential Care, A Guide to Better Care and Support, and on its website, Hantsweb.

b. Acceptance of any advertisement does not imply endorsement of any particular products or offers or that the Council are responsible for their quality and reliability, and the Council accepts no liability for any loss or damage arising out of or in connection to any advertisement appearing in its publications or on Hantsweb.

c. However, the Council reserves the right to refuse any individual advertisement not deemed appropriate without explanation and can remove any advertisement immediately, if necessary.

d. The Council does not therefore take a ‘white listing’ approach (which is when specific permitted advertising is defined) but rather follows a ‘black listing’ approach (which is when the basic assumption is that advertising is permitted unless it falls into a number of prohibited categories, as defined in point 2).

2. Prohibited products, services and advertisers

a. The basic approach taken by the Council is to maximise the number of advertisements and advertisers which are permitted and encouraged to advertise and minimise the number that are prevented from doing so by any policy controls or restrictions.

b. Although there are some specific categories of products and services which may not be promoted, as defined below, most products and services may be promoted.

c. Private sector organisations deemed to be in ‘competition’ or have a conflict of interest with services provided by Hampshire County Council or other public sector organisations will be reviewed by the appropriate Council department. Decisions on this will be at the Council’s sole discretion.

d. Where the Council has procurement frameworks in place for specific services, only private sector organisations on those frameworks will be permitted to advertise.

e. Political organisations may not advertise.

f. Gambling organisations are not considered appropriate. Advertising from those organisations which could be considered as local tourism attractions may be permitted.

g. Organisations simply offering entry into a competition following completion of a form containing any personal information or similar are not considered appropriate.

h. Advertisements where benefit is precluded from UK citizens are not permitted.

i. The Council will not run advertising that could be considered socially or politically contentious or which conflicts with the policies, values or statutory obligations (eg equalities legislation) of the Council. Decisions on this will be at the Council’s sole discretion.

3. The specific categories of organisations, products or services which may not advertise or be advertised are as follows:

a. Types of organisations:

- i. Political organisations or those that appear to be designed to affect public support for any political party
- ii. Manufacturers of tobacco products
- iii. Manufacturers of alcohol products
- iv. Advertising from any organisation associated with ‘adult industries’
- v. Organisations in a financial or legal conflict with the Council will not be permitted.

b. Types of products and services:

- i. Tobacco
- ii. Alcohol
- iii. Gambling
- iv. Weaponry
- v. Illegal
- vi. Pornography
- vii. Adult content
- viii. Advertising which has an overtly sexual ‘tone’
- ix. Advertising which relates to any political or lobbying campaign, petition or similar will not be permitted.

Hampshire County Council

Advertising Policy

4. Style and content of advertising

- a. The Council wishes to take an equally open approach to styles of advertising.
- b. Advertisers must however recognise that public sector organisations cannot permit advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to illegal or even just inappropriate behaviour or lifestyles.
- c. Humour in advertising is also to be approached with caution since much humour can often mock specific groups of citizens or poke fun at particular types of behaviour or situations.
- d. The Council does not wish to take an unnecessarily strict approach and will allow 'innocent humour', providing there is no innuendo or subtext which might cause offence.
- e. Advertising which is critical of Hampshire County Council, its services/policies, its Members/officers or its partners will not be permitted.
- f. The Council's logo shall not be incorporated into any advertisement without consent in writing from the Council.
- g. It is the responsibility of the advertiser to check the correctness of their advertisement (and of each insertion of the advert if more than one).
- h. The Council will endeavour to meet the advertiser's requirement for preferred positioning but retains the final decision on such positioning.
- i. The Council may give advertorial or adverts deemed to look like advertorial, a border or an 'advertorial' header to make readers aware that the text is not part of the Council's editorial.
- j. Each edition of Hampshire Now will carry 10 pages of advertising. Hampshire Now will reserve the option to carry 'Premium Advertising'. This may include placing the advertiser's logo on the front page and on inside pages, display advertising, advertorial and reader offers where appropriate.

- k. Web advertising will feature on the right hand side in either a 'rectangle' 180x150 pixels or a 'wide skyscraper' 160x600 pixels. With the exception of the Hantsweb homepage which will appear on the left hand side in a 'rectangle' 180x150 pixels and the OWA page which will appear as a 'leaderboard' 728x90 pixels at the bottom of the page.

5. Approval and booking process

- a. All advertisers will be suitably vetted by Trading Standards prior to a decision being made in relation to the placement of an advert. Such vetting can be evidenced by membership of the Council's approved contractor regime, the Buy with Confidence scheme, a similar accredited scheme run by another authority, an approved venue licence holder, or membership of a relevant trade association which applies similar vetting procedures to its members.
- b. Following approval, the Council will issue a Booking Agreement. An invoice for the price of the booking will be issued on publication of the advertisement and the advertiser shall pay the price for the booking within 28 days of receipt of the Council's invoice. Once the advertiser has returned this agreement it will not be able to cancel the booking and will remain liable for payment of the price for the period of the booking.
- c. If the Council has incurred any design costs on the advertiser's behalf it shall invoice the advertiser for that amount.
- d. The Council reserves the right to refuse any individual advertisement not deemed appropriate without explanation and can remove any advertisement immediately, if necessary.



To find out more about
advertising opportunities with
Hampshire County Council contact
the advertising team.

Advertising
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SO23 8UJ

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