

## SAC – Advertising Rates & Rules

### Advertising Rates:

- Advert **A** per quarter per page = £185.00 + VAT
- Advert **B** per quarter per page = £250.00 + VAT
- Advert **C** per quarter per page = £120.00 + VAT

Prices are based on the client providing the advertising material in a format as described in the SAC Advertising – Locations and Dimensions document.

Per quarter means 3 consecutive calendar months.

### Advertising rules:

- Adverts must not include any sexual or improper material
- Adverts must not be for any illegal purpose
- Adverts must not be promoting sexual or other material of an indecent nature
- Adverts must not promote gambling or smoking
- Adverts are subject to approval before entry into the system
- Advertisers must ensure they meet child viewing safety standards
- Advertisers must provide full contact details
- Adverts can be placed at Borough or County level or a combination of each

### Advertising Fund rules:

**01.** All profit net of expenses is to be donated to finance Visibility Kits for worthy causes such as under privileged children.

**02.** All fund proceeds will be held in a separate account named UKEP ADFUND account.

**03.** An authorised signatory on the account will be appointed from time to time by UKEP.

**04.** The funds shall be used solely for the benefit of those described in item 01.

**05.** The funds shall be used and the Kits distributed to children as recommended by the appointed board of administration.

**06.** The Board of Administration will consist of 4 board members appointed by UKEP but not from within its own organisation, plus one member of the board representing UKEP.

**07.** The Board of Administrators will be empowered to make an absolute decision on the distribution of the Kits.

**08.** Board members will be entitled to claim reasonable travelling expenses.

**09.** Board members will be appointed on an annual basis on the 10th day of January each year.

**10.** Board members will be appointed by application and votes.

**11.** Appointment of Board members will be administered within UKEP, who will hold all voting rights.

**12.** Family members, relations, friends or associates of the Board members are entitled to receive benefit from the members association with the Fund unless strictly in line with the central aim of the Fund.

**13.** Board members cannot vote for their own appointment.

**14.** The fund is intended to be used to its maximum beneficial capacity by the end of each year and as such should not attract any tax, which would be considered a waste of the Fund.

**15.** Persons directly associated with the distribution or other relationship to the programme may not apply to be a Board member.

**16.** If any Board member is found to be acting other than to the ultimate aim of the Fund, they will be removed from office immediately and may face criminal prosecution as the law permits.

**17.** The definition of under-privileged is as follows:

- a. Children from within the United Kingdom.
- b. Children with registered social problems.
- c. Children within an economically challenged environment.