

Design and Policy definition

Tunbridge Wells Borough Council

**Marketing material and website advertising content
policies and technical standards**

Date August 2009 Version 2.0

1. Introduction

1.1. Background and document purpose

1. This document defines the policies and technical standards to be applied in respect of advertising on all Tunbridge Wells Borough Council (TWBC) marketing material and website. Policies and technical standards may also be developed for individual placements.

1.2. Scope and readership

2. This document is to be read by any individual or organisation wishing to understand the policies applied by Tunbridge Wells Borough Council in respect of advertising on its marketing material or web site.

1.3. Further information

3. For further information or for a copy of the document referenced above, please refer to Ben Darlington, t-nwc:

ben.darlington@t-nwc.com

or Diane Talbot at Tunbridge Wells Borough Council:
diane.talbot@tunbridgewells.gov.uk

2. Advertising policy

2.1. General content controls

2.1.1. General approach

4. Tunbridge Wells Borough Council is looking to maximise revenue from advertising in its marketing material and on its website and, wherever possible, will therefore permit advertising.
5. The Authority does not therefore take a 'white listing' approach (which is when 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 below).

2.1.2. Prohibited products, services and advertisers

6. The basic approach taken by the Authority is to maximise the number of advertisements and advertisers which are permitted and encouraged to advertise on marketing material produced by Tunbridge Wells Borough Council and its web site and minimise the number that are prevented from doing so by any policy controls or restrictions.
7. Although there are some specific categories of products and services which may not be promoted in marketing material or on the Tunbridge Wells web site, as defined below, most products and services may be promoted.

8. Private sector 'competitors' with services provided by Tunbridge Wells Borough Council or other public sector organisations may advertise in TWBC publications or on the website. Such competitors could include health club operators or theatre and event companies advertising on the leisure/sports pages of the website, visitor attraction advertising in Local or other organisations providing business services. This policy toward 'competitor advertising' will however be reviewed on a quarterly basis or as required.
9. Political organisations may not advertise in TWBC publications or on the web site.
10. In addition to the categories listed immediately below, there may also be some specific controls and policies associated with individual placements.
11. The specific categories of organisations, products or services which may not advertise or be advertised on the Tunbridge Wells Borough Council website or in its publications are as follows:

Category	Prohibitions	Note
Types of organisations	Political organisations Manufacturers of tobacco products Manufacturers of alcohol products	Tunbridge Wells Borough Council wishes to ensure that there can be no questions as to content suitability. Therefore, advertising from organisation associated with 'adult industries' will not be permitted.
Types or products and services	Tobacco, alcohol, gambling, pornography & adult content, Loans (Savings products and services permitted)	Tunbridge Wells Borough Council wishes to ensure that there can be no questions as to content suitability. Therefore, any content or advertising which has an overtly sexual 'tone' will also be excluded.

2.1.3. 'Style' and content of advertising

13. Tunbridge Wells Borough Council wishes to take an equally open approach to styles of advertising.
14. 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.
15. 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. Even if kindly and affectionately done, such mockery would not be acceptable on the website or in the publications of a public sector organisation.
16. Deciding whether or not the style or content of an advertisement makes it inappropriate for display is clearly a question of judgement and balance but, certainly for 2009, Tunbridge Wells Borough Council would prefer to take a conservative approach in respect of advertising styles and content.
17. That said, the Authority does not wish to take an unnecessarily strict approach and will allow 'innocent humour', providing there is no innuendo or subtext which could cause offence.
18. If there is any doubt at all that the style or content of the creative may be unsuitable for display, please refer it in the first instance to t-nwc for the website or to Diane Talbot for all other queries.

2.1.4. Behavioural targeting, cookies and privacy (for website advertising)

19. Tunbridge Wells BC does not permit or encourage the use of cookies or any other devices which collect, store and analyse detailed user behaviour on the Tunbridge Wells website in order to tailor advertising on the Tunbridge Wells website, even if such data could not be linked to an individual.
20. Tunbridge Wells BC does however allow the use of cookies and other devices for the following purposes:
 - To limit the number of times a specific advertisement on the website is shown to an individual in a defined period. This information is never combined with other information to develop any sort of 'user profile'.
 - To gather data to monitor web site traffic (such as with Google Analytics and other, 'cookie based' traffic monitoring tools).

21. However, this is an evolving area and new technologies to monitor user behaviour are constantly being introduced by the Industry and Tunbridge Wells BC is not able to completely guarantee that advertisers and their agents will not collect and use information about user responses to specific advertisements.
22. The vast majority of these monitoring technologies and the uses to which they are put are neither malicious nor overly intrusive – their purpose is purely to try increase the relevance of advertising to a particular visitor or user.
23. Tunbridge Wells does however strongly advise all users to be aware that the behaviour on the web is now monitored in a number of different ways and to therefore ensure that their browser privacy settings are appropriate.

2.2. Technical

2.2.1. Placement sizes and technical specifications (for website advertising)

24. Tunbridge Wells Borough Council is currently limiting placement sizes to the four basic units in the Interactive Advertising Bureau (IAB) Universal package.
25. Flash and animated GIFs are permitted but animations may loop a maximum of 5 times.
26. The units, size, weight limits, permitted animation and border requirements are as specified in the table below.
27. Video and audio advertising is not currently permitted.
28. The policy in respect of video advertising may be reviewed and advertisers who wish to run video advertising should initially raise the requirement with t-nwc.

Name	Size	GIF / JPEG	FLASH	Animation	Border
Leaderboard	728x90	40k	40k	15 secs max	None
Medium Rectangle	300x250	40k	40k	15 secs max	None
Wide Skyscraper	160x600	40k	40k	15 secs max	None
Rectangle	180 x 150	40k	40k	15 secs max	None