

# Advertising

You can advertise your business or organisation on the pages of [prideblackpool.com](http://prideblackpool.com) or the brochure subject to certain conditions.

- 1 The advertisement is worded so not to be in anyway sound false or contain a misleading statement.
- 2 No sexual imagery is used on the advert. Also no escort or sale of sex ads can be taken.
- 3 Any contact numbers or addresses must be current and we do not accept P.O boxes
- 4 Blackpool Pride Ltd are not responsible for any content on advertisers own websites.
- 5 Online ads run from annual launch party however ads taken before end of January will be extended to the following launch date giving more than a full year of exposure. No refunds will be given for cancellation of ads for any reason.
- 6 Payment accepted by cheque made payable to Blackpool Pride Ltd or bank transfer by arrangement.
- 7 Ads will appear online when payment is in hand. Confirmation and invoice will be sent out by Blackpool Pride Ltd. All ads are prepay so no extended terms are offered for this service.
- 8 Blackpool Pride Ltd reserve the right to refuse unsuitable ads.
- 9 Renewable reminders will be sent out 28 days before expiry to give chance to renew the following year.
- 10 Ads come on a first come first served basis so cannot guarantee any position until order is placed.
- 11 Please note that ads should be generic without any mention of dates eg "Good Luck Pride 2010" as after the date has passed they become obsolete. A separate page for good luck wishes will be set up at no charge for those wishing to be listed.
- 12 All artwork to be sent to [advertising@prideblackpool.com](mailto:advertising@prideblackpool.com) Sizes are shown for each option on the advertising page and to be in either jpg, png,gif,swf formats.
- 13 When sending artwork please include details of contact details and contact person as well as including the hyperlink to where the ad will direct to. All ads will open in a new window.
- 14 Any hyperlink that does not work will be removed leaving just the advert in place. Please advise if websites will be down for any period.
- 15 Brochure ads are accepted on a 30 day standard terms contract. 10% discount will apply for pre paid ads. Online ads are prepay only.
- 16 All artwork must be sent to exact standards in CMYK print ready format and include necessary bleed of 3mm where appropriate.
- 17 Unless prebooked, no special pages will be allocated for ads and will appear in brochure where deemed appropriate.

