

# Roundabout sponsorship scheme *information leaflet*

1. With over 70 roundabouts across the district, West Lothian Council offers opportunities to advertise on its roundabouts. This affords excellent opportunities for large or small businesses/organisations to advertise 365 days a year at very affordable rates. Companies who have sponsored our roundabouts include: Matt Purdie & Sons Removals, the Vu Restaurant, A1 Paintball, Muir Homes Ltd and Aldi Stores.

2. Costs for advertising start from £100 per sign per month, depending on location. You can choose to sponsor one, two, three or four signs on a roundabout. For example, a roundabout with three approach roads could cost as little as £300 per month if you choose to advertise on all approaches. A schedule of currently available sites will be provided on request together with an example of a typical advertising sign.

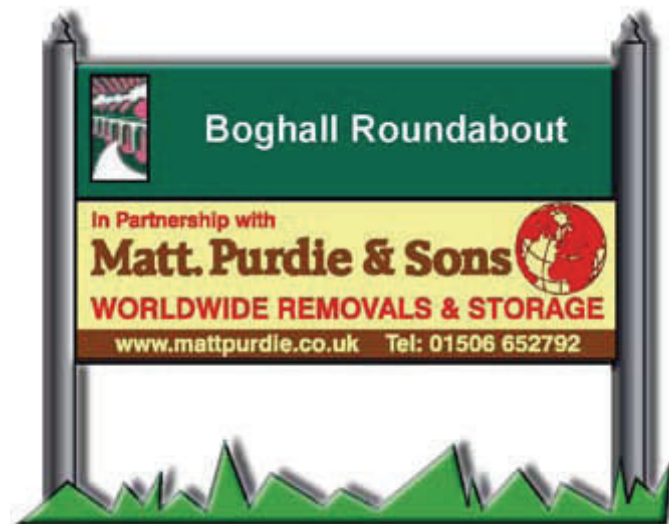
3. In addition to the monthly charge, we do ask for payment in advance to cover production and erection costs of the signs. These charges are payable with your application. Charges are:

- £250 for one sign
  - £450 for two signs
  - £600 for three signs
  - £700 for four or more signs
4. All costs are subject to VAT.

5. To allow you to spread the cost of advertising throughout the year, payment is by easy monthly Direct Debit.

6. A licence is required to permit you to advertise at our roundabouts. A copy of our standard licence will be provided on request and you should satisfy yourself of the terms offered before making a decision. We are happy to explain the terms if you have any particular questions.

7. After acknowledgement of application, sponsors are required to provide artwork for the signs on computer disk confirming colour of logo, text and font, border, background. However, if you do not have the facility to provide the necessary artwork, we will be happy to arrange this for you at an agreed cost.



8. Please note that roundabout sponsorship is not available for the following types of products, services, businesses and organisations:

- political parties or where the content is considered to be of a political nature;
- Trade Unions or Employers Federations;
- advertising contraceptives and associated products and services, except relating to health promotion;
- sponsorship which may be construed as offering or promoting services of a sexual nature;
- religious organisations or of a religious nature; sponsorship which may be construed as showing or encouraging any type of prejudice (e.g. racial, sexual or religious);
- sponsorship which is not considered to comply with the guidelines set down from time to time by the Advertising Standards Authority;
- sponsorship for products of, or companies dealing in, the Tobacco Industry;
- sponsorship for alcohol or alcoholic drinks; and
- any other sponsorship type deemed inappropriate by West Lothian Council.

