

ADVERTISING POLICY FOR IPT PUBLICATIONS



Industry and
Parliament Trust

This policy is intended to provide guidelines for all advertising by external companies or organisations that appear in the Industry and Parliament Trust's (IPT's) publications and on its website. It is not an exhaustive list and takes as its start point that all advertising falls within the rules and guidelines laid out by the Advertising Standards Authority and upholds the rules laid out in the British Codes of Advertising and Sales Promotion.

The basic principles of the codes are that advertisements should be:

- Legal, decent, honest and truthful
- Prepared with a sense of responsibility to consumers and to society
- In line with the principles of fair competition generally accepted in business and that:
- The codes are applied in the spirit as well as the letter.

A full copy of the codes is available on [asa website \(this page opens in a new window\)](#).

Advertising should **not**:

- Appear to be designed in whole or in part to affect public support for a political party in line with the IPT's values of being non-partisan. Regard shall be had to the content, style, timing and other circumstances of the publication. Also the likely effect on those to whom it is directed and:
 - Whether the material refers to a political party, persons identified with such a party, promotes or opposes a point of view on a question of political controversy which is identifiable as the view of one party and not of another, or
 - Where the material is part of a campaign, the effect which the campaigning appears to be designed to achieve.
- In the reasonable opinion of the IPT, be inappropriate or objectionable
- Be likely to subject the IPT to prosecution
- Promote a specific product or service offered by the company or organisation

All advertising material must be **non-partisan and non-lobbying** in line with the IPT's values.

All advertisers will be approved by the Chief Executive on a case by case basis. All advertising material is subject to approval by the Managing Editor and is subject to editorial changes made by the Managing Editor.

We reserve the right to refuse advertising in the IPT's publications or other material when space is limited by the needs of editorial content or for any other reason without explanation.

When considering advertising, we have regard to whether the information advertised is likely to be of interest to the IPT's contacts and is proper and lawful.

Sponsorship and advertising contact:

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