

APPENDIX 3

	DESCRIPTION OF CHARGE	Service Status	Charging Category (see definitions tab)					VAT	GL ACCOUNT CODE	UNIT	DATE OF LAST CHANGE	2023-24 £
		Discretionary or Statutory Service (D or S)	Statutory	Free	Subsidised	Full Cost Recovery	Profit Generating					
1	Advertising and sponsorship											
	ADVERTISING ON THE DIGITAL DISPLAY SCREENS											
	(a) Community Groups/Charity not-for-profit advert											
	i) First advert in quarter			Y				I 30001 2920	First screen only	01-Dec-23	0.00	
	ii) First advert in quarter on all three screens					Y		I 30001 2920	Additional screens	01-Dec-23	50.00	
	iii) Additional adverts in same quarter					Y		I 30001 2920	Per screen	01-Dec-23	25.00	
	(b) Business Within the Borough, community groups outside the borough or Community Groups/Charities from within the borough with a for-profit advert											
	i) Advert shown for up to one month						Y	I 30001 2920	Per screen	01-Dec-23	50.00	
	(ii) Advert shown for between one and three months						Y	I 30001 2920	Per screen	01-Dec-23	125.00	
	(iii) Advert shown for between three months and six months						Y	I 30001 2920	Per screen	01-Dec-23	250.00	
	(iv) Advert shown for between six and 12 months						Y	I 30001 2920	Per screen	01-Dec-23	450.00	
	(c) Business Outside the Borough											
	i) Advert shown for up to one month						Y	I 30001 2920	Per screen	01-Dec-23	100.00	
	(ii) Advert shown for between one and three months						Y	I 30001 2920	Per screen	01-Dec-23	250.00	
	(iii) Advert shown for between three months and six months						Y	I 30001 2920	Per screen	01-Dec-23	500.00	
	(iv) Advert shown for between six and 12 months						Y	I 30001 2920	Per screen	01-Dec-23	900.00	
	NB: A 20% discount will be offered to any advertiser that wishes to display their advert on all three town centre screens at once (Oadby, Wigston and South Wigston)											
	ADVERTISING ON THE COUNCIL'S INTERNAL INTRANET AND STAFF NEWSLETTER											
	(a) All advertisers							Y	I 30001 9201	Per week	01-Dec-23	50.00
	NB: A 20% discount will be applied for subsequent weeks featuring the same advert											
	ADVERTISING ALONGSIDE THE COUNCIL'S OUR BOROUGH LEAFLET											
	(a) All advertisers											
	i) Single sided A5 leaflet						Y	I 30001 9201	Per edition	01-Dec-23	1,750.00	
	ii) Doubled sided A5 leaflet						Y	I 30001 9201	Per edition	01-Dec-23	1,950.00	
	ADVERTISING WITHIN EMAILS SENT THROUGH THE COUNCIL'S EMAIL SUBSCRIPTION SERVICE											
	(a) Promotion of a not-for-profit community event within the borough to 2,700+ what's on and events subscribers						Y	I 30001 9201	per email		100.00	
	(b) Promotion of a for-profit community event within the borough 2,700+ what's on and events subscribers						Y	I 30001 9201	per email		400.00	
	(c) Promotion of a not-for-profit community event outside of the borough 2,700+ what's on and events subscribers						Y	I 30001 9201	per email		200.00	
	(d) Promotion of a for-profit community event outside of the borough 2,700+ what's on and events subscribers						Y	I 30001 9201	per email		800.00	
	(e) Inclusion of square/rectangle advert in 5 emails to subscribers in a one-month period (guaranteed to be delivered to a minimum of 10,000 times*).						Y	I 30001 9201	per month		250.00	
	(f) Inclusion of banner advert in a 5 emails to subscribers in a one-month period (guaranteed to be delivered a minimum of 10,000 times*).						Y	I 30001 9201	per month		400.00	
	NB: Prices for adhoc request available											

VAT Key

- I Inclusive of VAT
- E Exempt from VAT
- N Non Business Activity
- Z Zero-rated VAT