

Advertising and sponsorship – Policy and guidelines for RCOT

Specialist Sections

This document is designed to provide the Specialist Sections with some broad guidelines and rules on advertising and sponsorship activities. Its purpose is both to support the Specialist Sections in dealing with advertising, sponsorship requests and to provide a set of rules, which the Specialist Sections need to adhere to as branches of RCOT. If there are any questions, please contact the RCOT Sales Manager, in the first instance.

Contact Details:

David Agyei, Sales Manager: 020 7450 2341, david.agyei@rcot.co.uk

Louise Cusack, UK Regional and Specialist Sections Manager: 020 7450 2336, louise.cusack@rcot.co.uk

Advertising guidelines:

1. Electronic Newsletters

1.1. Guidelines for accepting external adverts

- All adverts should be supplied in one of the following formats: jpeg; gif or an eps file by e-mail to the newsletter editor.
- Adverts must be received by the publication deadline, specific to your Specialist Section.

2. Journals

2.1. Guidelines for accepting external adverts

- All adverts should be supplied as a high resolution PDF file (300 dpi), by e-mail to the newsletter editor.
- Adverts must be received by the publication deadline, specific to your Specialist Section.

Suggested print advertising rates

	RCOT members (organising conferences and/or study days that are not Specialist Section events)	Non-RCOT members/commercial organisations
Quarter page – mono	Up to £50	Up to £75
Quarter page – full colour	Up to £110	Up to £180
Half page – mono	Up to £100	Up to £150
Half page – full colour	Up to £210	Up to £300
Full page – mono	Up to £200	Up to £250
Full page – full colour	Up to £400	Up to £500

The table above outlines starting rates for print adverts.

2.2. Guidelines for inserts/flyers

- Requests for the inclusion of a flyer should be sent to a nominated newsletter editor /co-ordinator for authorisation.
- All printing is to be carried out by the advertiser, and then posted to the newsletter distributor at least one week prior to the publication deadline for inclusion in mailing.
- The additional postage costs must be worked out each time as these may vary depending on weight, size and company you are using i.e. Post Office services or Courier Company.

Suggested insert rates

Inserts 1 – 8 pages	£75 per 100 copies of newsletter, plus any extra postage charges you may incur	£150 per 100 copies of newsletter, plus any extra postage charges you may incur
Inserts 9+ pages and catalogues	Contact the Sales Manager for full assistance as these rates, will vary i.e. weight, postage, etc.	Contact the Sales Manager for full assistance as these rates, will vary i.e. weight, postage, etc.

The table above outlines starting rates for loose inserts into a physical journal.

3. Recruitment Advertising

- Job advertisements **cannot** under any circumstances be included either in electronic newsletters or hard copy journals. All job advert requests should be emailed to the Sales Manager, where the proviso will be to make the request available to **ALL** RCOT members.

3.1. General note

- All Specialist Sections reserve the right to decline adverts. Advertising must not be accepted from any organisation which promotes a product or service which conflicts with the core business activities of RCOT or one of the Specialist Sections. If you are in any doubt, please contact the Sales Manager.

4. Website.

- All advertising which appears exclusively on the RCOT website must be booked through the Sales Manager. If the Specialist Sections receive queries from potential advertisers these should be forwarded directly to the Sales Manager.
- The Specialist Sections can provide links to other websites from their own but the links should be to additional resources, information etc which readers might find useful, or may have even requested. Advertising via the “back door” is not permitted. Please let the Sales Manager know if a link is going to be placed, if you feel this is an issue then please seek further advice.
- Ultimately, RCOT will have the final decision on all advertising and sponsorship matters. The Specialist Sections National Executive Committees (NEC) developing content will have to exercise discretion. RCOT will be editing page content and be able to remove links which are covert advertising.

5. Events (including conferences and seminars).

5.1. Sponsorship for Specialist Sections events:

- Sponsorship can be found for all Specialist Sections events by/in partnership with RCOT, with the prior consent of RCOT. If you are considering sponsorship then before you make any commitments, please contact the Sales Manager with the following information:
 - What sort of company/products would be involved
 - What is the overall cost of the event
 - What sponsorship options are available

- How much sponsorship revenue you need to cover costs. i.e. are you after a major sponsor or a number of different companies
 - Is there exhibitor space?
 - Delegate numbers (estimated) and whether they are fee paying or not
 - Conference information, i.e. date, time, place etc
 - Any other information the specialist sections deem relevant (i.e. if you have used this company in the past)
- Sponsorship may be sought for the following items:
 - Delegate bags
 - Information/company booklets in delegates bag
 - Pens
 - Banners/posters
 - Conference exhibition
 - Conference dinner/lunch
 - Conference reception

Please be mindful that the sponsorship needs to be financially beneficial to both the company (sponsor) and the Specialist Section, and as such, it must be a business arrangement. The Sales Manager can provide guidance on exchanges that take place with the potential sponsor, in support of negotiating a final agreement. Any commercial agreement to the value of or above £500 must be forwarded to Gareth Price, the Director of Finance for RCOT approval. NO contracts should be signed by the individual person or on behalf of any Specialist Section.

5.2. Raising of invoices:

- All invoices for advertising and sponsorship services need to be raised by RCOT; this is to ensure the correct VAT treatment. To raise an invoice you must complete an invoice request form and send to RCOT finance. This is available via the RCOT website, within the committee resources section, under the finance forms heading.

6. Membership Lists and Delegate Lists

- Under **NO** circumstances should the conference, exhibition or study day delegate lists be sold on to companies /agencies as part of your negotiations for advertising.
- Under **NO** circumstances should the membership database be sold on to companies /agencies as part of your negotiations for advertising.

This is against all Data Protection Laws (General Data Protection Rules 2018).

7. Instructions for placing an event listing in OTnews

- RCOT Specialist Sections, including Clinical Forums and Regional Sub Groups wishing to advertise in OTnews are permitted to advertise only one event listing per group, per month, for a maximum of up to three months. The event will also be published in the events section of the RCOT website.
- All events should be submitted to the Sales Manager, by the way of the Learning Zone booking form, by that issue's deadline. Failure to provide copy by the issue deadline may result in the advert, not getting published.
- Due to occasional restrictions on advertising space, events may be removed if they are scheduled to take place more than six months ahead of the issue date, however this will be discussed with the Specialist Section to come up with a viable promotion alternative.
- Individual files/information about a Specialist Section event can also be placed on the Specialist Section web page, as well.

Optional booking form for adverts/inserts

Section 1: Advertiser details

Contact Name:	
Company Name:	
Company Address:	
Company Telephone:	
Contact Email:	

Section 2: Booking Details

Advert size:	
Insert/Catalogue weight:	
Order Number:	
Month(s) of advert to be booked:	
Special position:	
Total Cost:	
Payment type - cheque or credit card:	

Section 3: Authorisation

Advertiser Signature:	
Specialist Section Signature:	
RCOT Signature:	