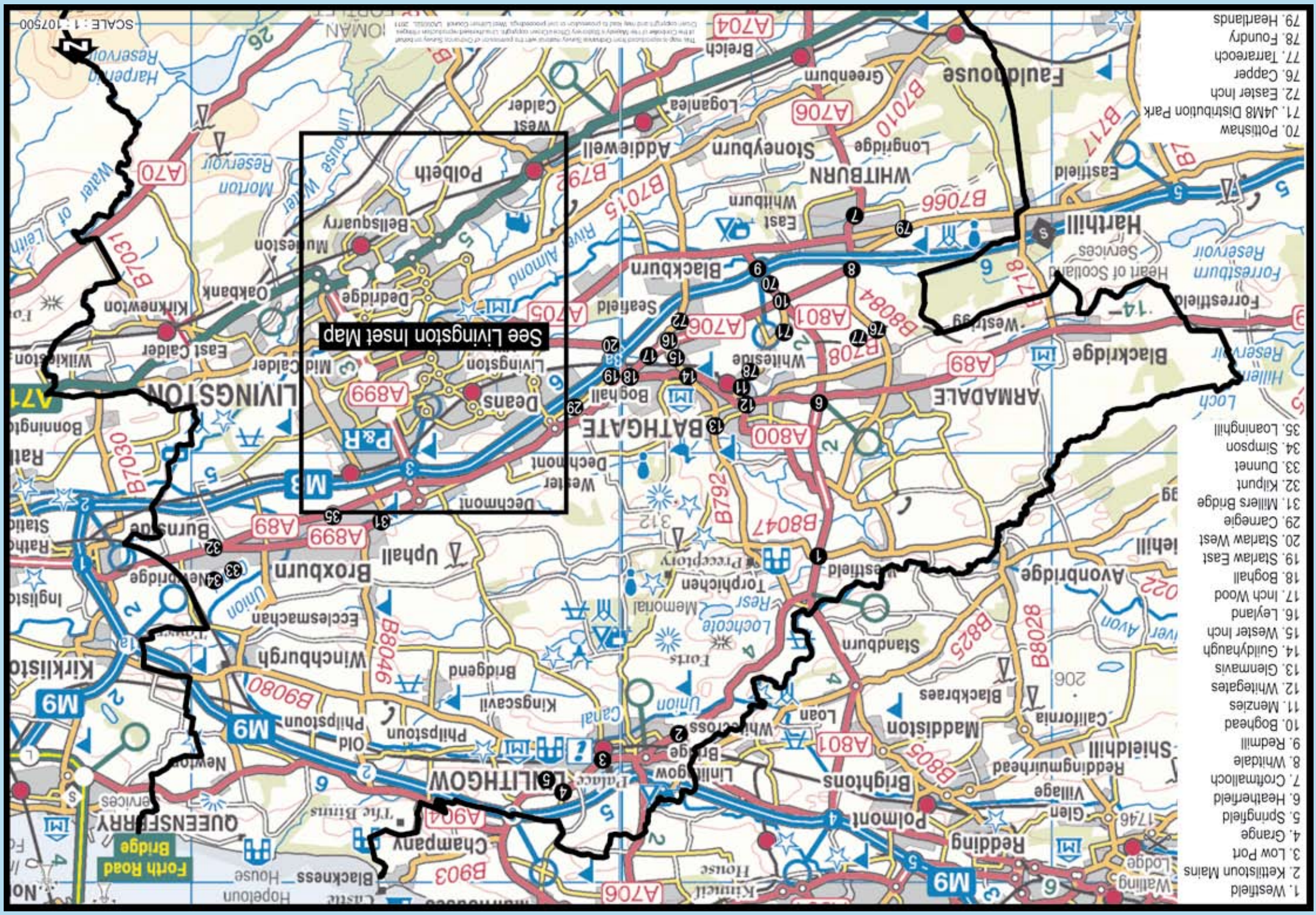


With over 70 roundabouts across the district, West Lothian Council offers excellent opportunities for large or small businesses to advertise year round at very affordable rates.

Sponsored by

Interested in leasing one of our industrail units?

Contact **01506 281836**

www.westlothian.gov.uk West Lothian Council

If you wish to discuss sponsorship further, please do not hesitate to contact:

Anne Sneddon on **01506 281833** or email **anne.sneddon@westlothian.gov.uk**

Property Management & Development
West Lothian Civic Centre
Howden South Road
Livingston
EH54 56FF

Roundabout sponsorship scheme

information leaflet

Information is avalible in Braille, tape and large print and community languages. Please contact the interpretation and translation service on **01506 775000**

هذه المعلومات متوفرة بلغة بريل وعلى شريط وبخط كبير وبلغات الجالية.
الرجاء الإتصال بخدمة الترجمة على الهاتف 01506 775000

এই তথ্য আপনি ব্রেইল, টেপ, বড় অক্ষরে এবং কমিউনিটির বিভিন্ন ভাষাতেও পাবেন। অনুগ্রহ করে ইন্টারপ্রেটেশন অ্যান্ড ট্রান্সলেশন সার্ভিসের সঙ্গে যোগাযোগ করুন। টেলিঃ 01506 775000

這份資料是可以凸字、錄音帶、大字印刷及社區語言的式本提供。請聯絡傳譯及翻譯服務部，電話： 01506 775000

ਇਹ ਜਾਣਕਾਰੀ (ਬ੍ਰੇਇ) ਨੇਤ੍ਰਹੀਨ ਦੇ ਪੜਣ ਵਾਸਤੇ ਲਿਖੀ, ਟੇਪ, ਵੱਡੇ ਪ੍ਰਿੰਟ ਅਤੇ ਸਮਾਜ ਦੀਆਂ ਭਾਸ਼ਾਵਾਂ ਵਿਚ ਮੁਹਈਆ ਹੈ। ਇਹਨਾਂ ਕਰਕੇ ਇੰਟਰਪ੍ਰੈਟੇਸ਼ਨ ਅਤੇ ਟਰਾਂਸਲੇਸ਼ਨ ਸਰਵਿਸ ਨੂੰ ਇਸ ਲਈ ਤੈਯਾਰ ਤੇ ਸੌਖਾਲਾ ਕਰੋ : 01506 775000

یہ معلومات بریل (اندھوں کے رسم الخط)، ٹیپ، بڑے حروف کی طباعت اور کمیونٹی میں بولی جانے والی زبانوں میں دستیاب ہے۔
براہ مہربانی انٹرپریٹنگ اینڈ ٹرانسلیٹنگ سروس سے ٹیلیفون نمبر 01506 775000 پر رابطہ قائم کریں۔

Informacje te moga byc przelozone na jezyk Braille'a, dostepne na tasmie magnetofonowej lub wydane duzym drukiem oraz przetlumaczone na jezyki mniejszosci narodowych. Prosimy o kontakt z Uslugami Tlumaczeniowymi pod numerem **01506 775000**

Text phones offer the opportunity for people with a hearing impairment to access the council. The text phone number is **18001 01506 464427**. A loop system is also available in all offices.

westlothian.gov.uk West Lothian Council

Advertise your business by sponsoring a roundabout

Costs for advertising start from £100 per sign per month, but we are happy to offer discounted rates the more signs you take. Charges exclude VAT but include non-domestic rates.

You can choose to sponsor just one sign on a single roundabout – or all of them. Or spread your advertising across a number of different locations. Contact us to find out what's currently available.

We believe our rates compare very favourably with press advertising – one month on all four legs of a roundabout could cost less that a single ad in your local paper.

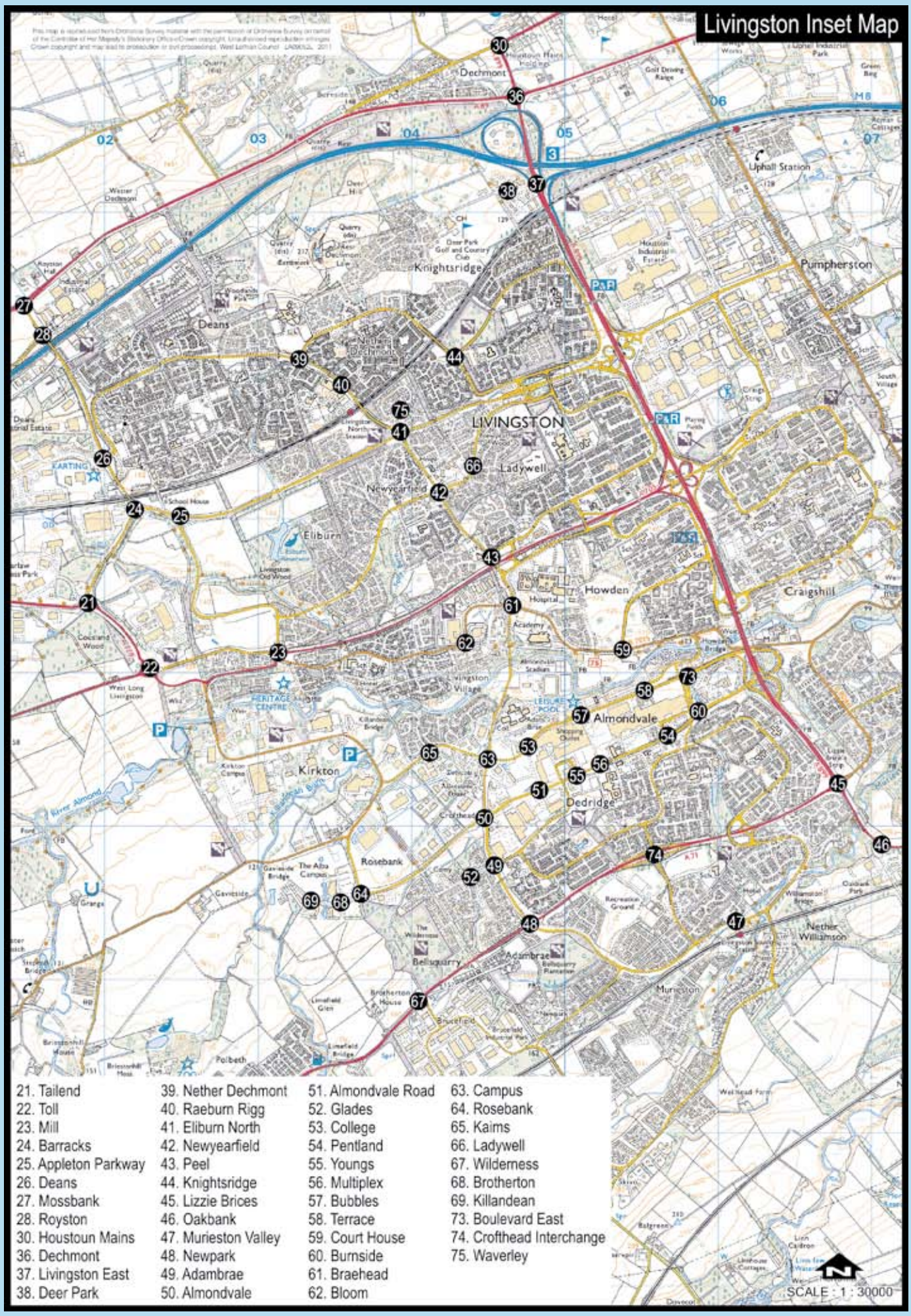
In addition to the monthly charge, we do ask for payment in advance to cover production and erection costs of £125 per sign. There is also a £100 administration fee. These charges are payable with your application.

All costs are subject to VAT.

The licence agreement

A licence is required to permit you to advertise at our roundabouts – a copy can be provided on request or downloaded from our website **www.westlothian.com/pmd**. 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.

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



How to apply

If you are interested in the scheme please complete our application form - available on request or by downloading from **www.westlothian.com/pmd**. Your application should indicate the locations and number of signs in which you are interested.

After our acknowledgement of your application you will have to provide artwork for the signs, for approval. This should be a high resolution jpg file, with confirmation of the pantone colours to be used. 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.

Once the artwork is agreed we will arrange for the production and erection of the signs. We aim to have the signs in place within six weeks of the finalisation of the artwork.

When the date of erection is confirmed, you will receive a licence agreement for you to sign, a Direct Debit form to complete and an invoice for the initial payment. Payment of the first instalment of the monthly charge should be returned with the signed licence and completed Direct Debit form.

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;*
- *promoting gambling or betting; and*
- *any other sponsorship type deemed inappropriate by West Lothian Council.*