



## **Introduction**

As a result of our campaigning position, or through arrangements with corporate partners and sponsors, there are certain restrictions on advertising within Ramblers publications. As well as all materials produced centrally, this also includes all Area and Group publications such as newsletters, annual reports and websites.

Area and Group committees are requested to adhere to the guidelines below. Any questions or clarification should be directed to the Director of Marketing and Communications or the Head of Marketing.

## **Guidelines on excluded advertising**

The association will not accept advertising for goods and services which, in the association's judgment would be:

- a) In direct conflict with any of the association's charitable aims of promoting walking and understanding of the countryside, defending rights of way and the natural beauty of the countryside, and seeking wider public access to the countryside.
- b) In direct conflict with the association's aims, especially by having the potential to be financially disadvantageous to the association - for example adverts that compete with services provided to members through an agreement with the Ramblers where the association's interests are best served by exclusivity.

Currently, these would include

- Advertisements for credit cards which compete with the service already offered to association members through its agreement with existing partners – Cotswold, HF Holidays and Bupa
- Advertisements for overseas holidays and any other products and services which the association judges to be potentially detrimental to the partnership arrangement of HF Holidays.

(c) is likely to cause substantial controversy among its members for example advertisements for example

(d) is likely to damage the association's reputation - for example, advertisements for:

(e) May be considered offensive by a significant section of the membership. Advertisements seeking personal relationships other than those which can be described

Title: Advertising Guidelines



**ramblers**  
at the heart of walking

Reference: MAR002

as walking companions may fall into this category. However, agencies which provide an introduction service are accepted.

Marketing Department – 1 December 2011

