

## **Website Advertising**

This week, we begin a trial into Website Advertising on our new look *Stroud.gov.uk* website and staff intranet *Hub*:

- To benefit from nationally sourced advertising income streams, supporting development of our digital services;
- To develop opportunities to offer a promotional tool for local businesses and organisations;
- To further develop our use and understanding of digital tools and opportunities.

The supplier company, the Council Advertising Network (CAN) was formed from a group of local authorities to generate revenue from appropriately sourced advertising, while improving delivery of digital services.

Advertising is primarily sourced by the CAN from their national network, but we retain approval of new campaigns, and the right to remove or refuse advertising. In this way we minimise our resource outlay, and simply receive a share of the income based on the number of campaigns we display, the number of 'hits' to our web pages, and the number of 'clicks' on individual adverts.

If the trial is successful, we may develop our capacity to offer opportunities to local businesses alongside the nationally sourced advertising. In the meantime, there will be opportunities to display our own campaign images (E.G. green waste scheme) on days when a national campaign is unavailable.

Details of applicable advertising, approval and data policies can be found on our website, [here](#).

If you receive any queries or complaints regarding website advertising, please notify [Shobhan Sen](#) or [Darren Skinner](#) in the first instance. We have access to the supplier helpdesk and can take action if needed. There is bound to be some adjustment in the first instance.

If you have enquiries from anyone looking to *place* advertisements on our websites and they would like more information then please give them the email [connect@counciladvertising.net](mailto:connect@counciladvertising.net) initially.

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