

British Parachute Association

The National Governing Body for Sport Parachuting

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www.bpa.org.uk



Information and rates for banner advertising on the BPA website www.bpa.org.uk

We are delighted to provide the following information in response to your enquiry about displaying a banner advertisement on the BPA website. As the National Governing Body for Sport Parachuting in the UK, the BPA's website is a prime and authoritative site for UK skydiving, visited by BPA Members and potential / first-time skydivers alike.

Conditions of acceptance of advertisements

For an advertisement (defined as the banner plus any hyperlink to the advertiser's URL/website, including the advertiser's URL/website itself) to be accepted, the advertisement and any linked website must be in accordance with the general aim of the BPA website, which is ***to encourage the sustained and safe participation in skydiving in the United Kingdom of Great Britain and Northern Ireland.***

This policy means that, unfortunately, the BPA is *unable to accept* advertisements that may involve or include:

- skydiving courses or holidays outside the UK; and/or
- charity jumps as a significant feature or service.

All advertisements, of whatever nature, are subject to approval of the copy/wording and design for the banner, and of the content of any linked website/s by the BPA. The BPA, at its sole discretion, may decline to accept an advertisement and shall not be obliged to give a reason, although a reason will normally be forthcoming. Advertisements are accepted are subject to advertising space being available.

Although BPA staff will be pleased to give informal advice, please note that in cases whether it is unclear whether or not the proposed copy will be acceptable to the BPA, the final decision will rest with the BPA Council through its Communications and Development Subcommittees. In such cases, it may sometimes be necessary for potential advertisers to await the next meeting of the appropriate BPA Subcommittee or BPA Council.

Design

- The design of a banner for the BPA site is charged at cost to the BPA, and is normally expected to be the region of £50-100 (inc VAT) depending on the design and number of modifications made during the design process.
- The design of the banner will be in keeping with the rest of the site and designed by the professional website design company that services the BPA website.
- If the advertiser already has a banner it must be acceptable to the BPA in terms of its technical and aesthetic compatibility with the rest of the site.

Cost per week, including VAT

- Banner advertisements, once accepted, may be displayed for a minimum period of 4 months on the following pages of the BPA website. Different combinations of pages may also be available - please let us know your requirements.

Page/s	- Homepage	- DZ map page - Want to make a dive? - Classifieds	- Notice board - Members - What is the BPA?
Approx nr of hits per week	Over 3000	2000 to 3000	1000
non-skydiving service/product	£50 per week	£45 per week	£15 per week
skydiving-related service/product	£40 per week	£30 per week	£15 per week
BPA Affiliated Clubs & Centres (Drop Zones)	£30 per week	£20 per week	£10 per week

- If, after 4 months, the number of hits to a page has increased prices will be reviewed accordingly, with the option to the advertiser of whether or not to continue with the contract. If neither the BPA nor the advertiser has requested a review / cancellation, the contract will roll on.

Contract

A sample contract is attached.

Further information

Please contact:

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Secretary-General
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martin@bpa.org.uk



BPA WEBSITE (www.bpa.org.uk) BANNER ADVERTISEMENT DISPLAY CONTRACT

Please kindly countersign and return one copy to the BPA, and keep the other copy for your own records.

Parties to the contract

This contract is made between

The **British Parachute Association Ltd.** A company limited by guarantee. Registered in London no 875429. Registered office: 5 Wharf Way, Glen Parva, Leicester LE2 9TF (hereafter referred to as 'the BPA')

and _____(the advertiser)

Duration of the contract

This contract is for the BPA to display the advertiser's banner advertisement, with a hyperlink to the advertiser's own website, on the following pages of the BPA website www.bpa.org.uk for a minimum period of 4 months.

Page/s _____

At 4 months, and at every subsequent period of 4 months, this 'break clause' gives the advertiser the opportunity to cancel by written notification to the BPA (notification by e-mail from a recognised e-mail address is acceptable). If, at a 4 monthly break, the number of hits to the page on which the advertisement appears has increased, prices will be reviewed by the BPA and the advertiser will be offered in writing (normally by e-mail) the option of whether or not to renew the contract at the new rate. If neither the advertiser or the BPA has contacted the other party to invoke this break clause at least two clear working days ahead of the break clause date, the contract will roll on as before.

starting on _____

break clause date _____ - and at 4-monthly intervals thereafter.

Charges

The advertiser shall be responsible for the cost of:

1 Banner design: Payment of the agreed cost for the banner design/origination, on completion.

2 Display of banner: Monthly payment of £_____ (inc VAT) for the month in advance

If the advertiser's web link address changes, for reasons such as moving the web site, the BPA will charge a fee of £10. Variations to the content of the banner will be charged at cost to the BPA.

Conditions of display of the banner advertisement / link to the advertiser's website

The BPA shall make every endeavour to honour this contract but is unable to accept any responsibility for failure to display the advertisement and/or the hyperlink to the advertiser's website for reasons beyond its control. In the event of significant technical or other problems that prevent display of the advertisement, the BPA shall not be liable for any losses incurred by the advertiser, howsoever caused. The BPA's liability shall be limited to return to the advertiser of any payment in respect of the period of time for which the advertisement was not displayed.

The BPA shall have the right to remove the banner without notice at any time at the BPA's sole discretion. However, before removing a banner advertisement/link the BPA shall, wherever practicable, consult with the advertiser to seek a solution to any problem. In the event of non-payment, the advertisement may be withdrawn if payment is overdue by more than one month.

Signed _____	Name _____	Date _____
Authorised signatory for and on behalf of BPA Ltd		
Signed _____	Name _____	Date _____
Authorised signatory for and on behalf of the advertiser.		