Your advertising agreement

ADVERTISING TERMS
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1. Who these terms are for

These terms cover advertising purchased from We Are Winchester, a trading name of Portfolio Design Ltd (company number 04131285, registered in England and Wales). Contact us at info@wearewinchester.co.uk. Registered office: 2 Chesil Street, Winchester, SO23 0HU. Correspondence address: Marlborough House, 2 Chesil Street, Winchester, Hampshire SO23 0HU.

These packages are for customers buying mainly for their business, trade, profession or organisation. The person ordering must be authorised to act for that customer. If you are buying mainly for personal use, contact us before ordering so we can provide the appropriate consumer information and cancellation arrangements. Nothing in these terms removes rights that cannot lawfully be excluded.

2. Packages and prices

Package	One-off price
2 Facebook business posts	£45
4 Facebook business posts	£60
Sponsored feature, including 1 Facebook post	£90
Feature add-on: 2 extra Facebook posts	£22.50
Feature add-on: 4 extra Facebook posts	£30
Sponsored competition; sponsor supplies the prize	£249

All amounts are in pounds sterling. The final total and any applicable tax will be shown before payment. These are one-off packages, not subscriptions, and do not renew automatically. Optional extras require your express choice. A later price change does not affect an accepted order.

Except for the WE ARE Winchester sponsored competition impression guarantee in section 9, packages buy the stated work and publication, not a guaranteed number of views, clicks, enquiries, entries, followers or sales. Paid Facebook boosting, photography, bespoke design, copywriting and additional image editing are not included unless expressly agreed in writing.

3. Ordering and acceptance

An order is your request to buy the selected package. Payment alone, an automatic receipt or a payment-success screen does not confirm that your content or requested dates have been accepted. We review the order and send written acceptance with the agreed scope and schedule; that is when the advertising contract is formed. We do not begin chargeable work before acceptance.

If we cannot accept your order, we will refund any payment in full. If a requested date or material term is unavailable, we will offer an alternative for you to accept, or a full refund before work starts. Agreed changes must be confirmed in writing.

Facebook business posts

4. What the two-post and four-post packages include

Your package includes either two or four promotional posts on the We Are Winchester Facebook Page. You supply your message and images; we review the material and arrange publication. No expensive artwork is required: a few suitable photographs, clear text and a call to action are enough.

After purchase, we email our how-to guide and instructions for supplying your material. Send the complete campaign together by email as directed in your confirmation. Tell us if each post needs different wording or photographs.

- Supply your advert text and photographs you have permission to use, preferably in JPEG format. PNG and WebP photographs are also accepted.
- Supply a link to your website or Facebook Page, and a call to action such as a telephone number or email address where required.
- Supply your preferred publication dates and times. These are requests until we confirm them in writing.
- Each customer is currently limited to one Facebook business post per week, subject to available slots. This limit also applies to the included and additional posts for a sponsored feature. A competition's promotional schedule is agreed separately.
- Publication depends on receiving complete, suitable material and any required approval. Ordering does not promise same-day publication. If late material affects the schedule, we will discuss replacement dates.

5. Content, permissions and approval

You are responsible for the accuracy of your claims, offers, prices, links and contact details, and for holding the necessary rights and permissions for all text, photographs, logos and identifiable people you supply. You must tell us about relevant restrictions, offer expiry dates and regulated products or services.

You retain ownership of your material and give us permission to format, reproduce and publish it to deliver and promote your purchased campaign. We may make minor spelling, formatting and clarity edits. We will seek your approval for material changes to your offer or meaning; silence is not approval of such changes.

We may request evidence for claims, corrections or replacement material, and may decline unlawful, misleading, infringing, discriminatory or otherwise unsuitable advertising. Where practicable, we will explain the concern and give you an opportunity to correct it. Advertising will be identified as advertising or sponsored content where appropriate.

Please check your content before approval. Changes or removal after publication are subject to what the platform allows; removal does not undo work already correctly delivered. If we introduce an error, we will correct it promptly and, where needed, agree a replacement post or appropriate refund. Additional work outside the package is quoted for your approval before any extra charge.

Sponsored business features

6. The £90 sponsored feature

The package includes one dedicated sponsored article on the We Are Winchester website, one Facebook post linking to it, and a prominent article card near the top of our business directory for the first six months. The six-month period starts when the feature and card are first published, not when you pay.

After six months, the card moves to the More Local Business Features section below the directory categories. The article remains published for at least 12 months from first publication, subject to the content and removal provisions in these terms. We may retain it longer at no additional charge, but permanent publication is not promised.

Your business supplies the copy, photographs and links. We present them in the website's house style. A particular position within the prominent section, exclusivity, search-engine ranking and traffic levels are not guaranteed.

- Business name: up to 80 characters. Headline: up to 100 characters.
- Introduction: up to 300 characters. Main article: up to 1,500 characters.
- Up to six services or products, each up to 150 characters; a call to action up to 100 characters.
- One optional logo and up to six photographs, each up to 5 MB in JPG, PNG or WebP format.
- Business contact details and website/social links supplied by email. Copywriting, image editing and bespoke layouts are separately quoted.

7. Optional discounted feature promotion

A customer purchasing a sponsored feature may choose either two additional Facebook posts for £22.50 or four additional Facebook posts for £30. These are additional to the single Facebook post included in the £90 package. The resulting package totals are £112.50 or £120 respectively.

These discounted posts must promote that specific purchased feature. They cannot be used for unrelated adverts, transferred to another business or treated as a general discount on our standard post packages. A later add-on purchase must be linked to the eligible feature order before payment. Publication remains subject to content approval and available dates.

8. Feature changes and continued publication

Tell us promptly if a link breaks or information becomes inaccurate. We will correct errors we introduced without charge. New copy, replacement images, redesigns or substantial customer-requested changes may need a separate quote, agreed before work starts.

We may temporarily hide content where reasonably necessary to investigate a legal, rights, safety or platform concern. We will notify you and, where practicable, allow a reasonable opportunity to resolve it. If we permanently end an included publication period for reasons not caused by your breach, we will agree an equivalent remedy or a fair refund for the undelivered part.

Sponsored competitions

9. The £249 sponsored competition

The package includes a dedicated competition webpage, entry administration, winner selection and a minimum of four promotional social posts advertising the campaign and sponsor. The sponsoring business supplies and funds the prize. A winner photograph or additional publicity is only included if separately agreed and the relevant person agrees to its use.

Before launch, we agree the prize, dates, eligibility, entry method, winner-selection method, notification and fulfilment arrangements in writing. Public entry rules are separate from these advertiser purchase terms. We will not launch until the prize and necessary information are confirmed.

For the WE ARE Winchester £249 competition only, we guarantee at least 10,000 cumulative Facebook post impressions across the campaign’s promotional Facebook posts, based on Facebook post insight figures. If the initial four posts do not achieve that total, we will publish additional Facebook promotional posts at no extra charge until the total is reached. Impressions are not a count of unique people. We do not guarantee entries, clicks, enquiries, sales or marketing opt-ins. This commitment does not automatically apply to other WE ARE territories.

10. Prize and campaign responsibilities

You must have the prize available, provide an accurate description and disclose all material restrictions, expiry dates and fulfilment arrangements before launch. You must supply the agreed prize to the selected winner within the published timeframe and cover the costs allocated to you in the campaign agreement. You cannot impose an undisclosed purchase or payment requirement on the winner.

We arrange the campaign administration and selection process described in the public entry rules, and connect the winner with the sponsor where necessary for fulfilment. Each party must carry out its agreed responsibilities and cooperate promptly to resolve complaints. Allocating prize fulfilment to the sponsor does not remove any responsibility that the law or advertising rules place on us as a promoter.

Once a competition has launched, the prize, closing date and entry conditions cannot simply be withdrawn or changed at the sponsor's request. Any necessary changes must be permitted by the applicable rules, communicated appropriately and protect existing entrants. Cancelling an advertising order does not cancel obligations already owed to entrants or a winner.

11. Entrant information and marketing

Competition entry is separate from optional marketing choices. Paying for sponsorship does not buy the entrant database. We only share entrant details for sponsor marketing where the individual has specifically opted in to that named sponsor, with the relevant consent information. The sponsor must respect the stated purposes, withdrawals and applicable data-protection rules.

Information needed to deliver a prize is used for that purpose and is not automatically permission for marketing. The public competition privacy information must explain the actual sharing arrangements. These advertising terms do not replace a privacy notice or the entrant's competition rules.

Changes, cancellation and support

12. Cancellation and refunds

Contact info@wearewinchester.co.uk with your order reference as soon as you want to cancel or change a campaign. We will confirm what has already been done and any effect on the agreed dates.

Before work starts: you may cancel for a full refund. After work starts: you may cancel the remaining work; we will refund the balance after deducting a reasonable, itemised amount for work properly completed and non-recoverable third-party costs you expressly approved. Deductions will not exceed the order price and will not include the same work twice. We do not apply an automatic blanket no-refund rule or an undisclosed cancellation fee.

For a standard Facebook package, correctly published posts are valued at the paid package price divided by the number of posts in it. Any preparation deduction relates only to work not already included in a published-post deduction. For mixed packages, such as a feature or competition, we explain a reasonable allocation between the work completed and the undelivered elements.

Completed publication is not refundable merely because engagement or sales are lower than hoped. If we cannot deliver an agreed element, we will offer a suitable replacement that you accept or refund the undelivered part. If the entire package becomes unusable because of our failure, we will consider the whole package when resolving it. These remedies do not limit any additional rights the law gives you.

We will initiate any refund due within 14 days after confirming the cancellation and amount, using the original payment method where possible. Your payment provider may take additional time to show the credit. The continuing obligations to competition entrants described in section 10 still apply.

13. Service standards and interruptions

We will provide the agreed services with reasonable care and skill. Facebook and other third-party platforms control their own availability and distribution. If an interruption affects an agreed delivery date or publication period, we will explain the problem and offer a reasonable revised schedule, replacement or refund for the undelivered element.

No exclusion of responsibility for our own breach is created by the absence of a reach or sales guarantee. Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or anything else that cannot lawfully be excluded or limited.

14. Questions, records and changes to these terms

Email info@wearewinchester.co.uk with questions or complaints, quoting your order reference and explaining the outcome you seek. We will investigate and aim to agree a practical resolution.

The version supplied with your order confirmation governs that order. Later website changes do not retrospectively change an existing agreement. Keep your confirmation and the attached or downloadable terms. Any material variation to your order must be agreed in writing.

English law governs this agreement and, subject to any mandatory rights, disputes are dealt with by the courts of England and Wales.