

Business Advertising

ARE YOU:

A SMALL BUSINESS?

OR

A POSSIBLE VENUE FOR ADVERTISING?

BE WARNED

Each year, the Trading Standards Section of Blackpool Borough Council receives complaints from small businesses who have entered into a contract for advertising which have subsequently turned out to be different to what they were expecting.

In general, complaints follow the same pattern –

A representative from a publishing company will telephone or visit and offer what appears to be different to what they were expecting.

Complaints have been received about the following forms of advertising:

- ▶ *Advertising on local Town Maps*
- ▶ *Advertising on travel wallets from local Travel Agents*
- ▶ *Advertising in Libraries and Doctors Surgeries*
- ▶ *Advertising in local Supermarkets*
- ▶ *Advertising in local Tourist Information Offices*
- ▶ *Advertising on Pizza Menus*
- ▶ *Advertising in compendiums in Hotel Bedrooms*

Sales representatives can be very persuasive. They may make statements that are not mentioned in the written contract. These include the length of time the contract is for, when the advert will appear and who has approved it. Very often, written contracts tend to exclude liability for oral statements made by their representatives.

Check the following before signing a contract:

THE ADVERTISEMENT

What will it look like?

Where will it appear? – Have they agreed and approved this?

When will it be published?
Who is responsible for displaying it?
Will it reach potential customers?
Are you able to make independent checks yourself prior to signing?
Will you be able to contact the company?

THE CONTRACT

- Read it very carefully – especially the small print
- How long is it for?
- Have you been given a signed copy?
- Do not be rushed or forced into signing – If you are in any doubt **DO NOT SIGN**

PAYMENT

- ❖ *Can you afford it?*
- ❖ *Payment Method – Be sure of this and do not sign blank direct debit mandates.*
- ❖ *When will payments be made?*
- ❖ *How many payments will be made?*

BEWARE

Genuine Advertising opportunities will still be there when you have checked them out.

ONCE YOU HAVE SIGNED A CONTRACT THE WRITTEN TERMS AND CONDITIONS MAY BE BINDING AND YOU MAY BE TAKEN TO COURT IF YOU FAIL TO PAY.

Advertising opportunities can be beneficial to your business and contribute to the success of your business.

This advisory leaflet has been designed to make small businesses aware of the complaints that we regularly receive so that they are properly informed prior to entering into this type of contract.