

## **Advertising Policy**

The Policing Board is committed to ensuring that the appropriate audience have information on the role, work and activities of the Northern Ireland Policing Board and details of how to access information in accordance with the Board's agreed Communications Strategy.

Communications Branch will consider advertising requirements with details of publications, times and costs. Each request for advertising will be considered in line with the following:

- Cost
- Business need
- Target Audience
- Corporate identity
- Context
- Other issues of public interest ( eg PCSPs, community engagement)

The Branch will also research additional advertising opportunities during the year to meet specific business need and consider their suitability in line with the above guidelines