



ISBA's current guidance notes

Updated June 2010

This is an index of all ISBA's current guidance notes.

All the documents are listed by sector and then by date. To access each note simply click its title. You will then be taken to isba.org.uk and prompted to login before the document download begins.

The sectors covered in this index are:

- Advertiser-agency relationships
- Television
- Radio
- Outdoor
- Press
- Digital
- Direct marketing
- Sponsorship, Promotions & Miscellaneous, and
- ISBA's best practice guides

Advertiser – Agency / Consultant Relationships

2010

- [Paying for Advertising 5](#)

Details and order form for Paying for Advertising 5, the definitive 'state of the industry' report into how advertisers are remunerating their creative and media agencies and managing their commercial relationships. The report is being used widely by advertisers and agencies to benchmark their agreements against industry norms.

2009

- [Top Tips Guide to eSourcing Marketing Activities](#)

Many advertisers are now using eSourcing systems to support decision making and manage the process of pitch and selection of marketing services agencies. eSourcing has been deemed controversial in the creative agency community, possibly because they only understand the eAuction part of the equation in terms of driving down costs. This document helps inform ISBA members on how e sourcing can be used in the marketing services category.

2008

- [Understanding and Negotiating Agency Overhead \(a\)](#)

Designed to shed some light on how agencies devise their overhead structures and some of the terminology used and can be used as a conversation starter in all agency negotiations.

- [Understanding and Negotiating Agency Overhead \(b\)](#)

Accompanying presentation.

2007

- [TUPE voluntary protocol: \(a\) GUIDANCE](#)

The joint industry guidance for advertisers and agencies to help manage the staff transfer issues arising from the TUPE employment law. TUPE may come into effect when an advertiser switches their business to a new agency.

- [TUPE voluntary protocol: \(b\) MODEL LETTER](#)

Accompanying model letter.

2006

- [Implications for advertisers of new TUPE employment regulations](#)

Guidance from ISBA's Communications Purchasing Action Group (COMPAG), in partnership with specialist lawyers Lewis Silkin, on potential implications for advertisers of the new Transfer of Undertakings (Protection of Employment) Regulations (TUPE), which will take effect from April this year.

2005

- [ISBA guide to compliance auditing](#)

Practical guide to agency compliance auditing.

- [ISBA model contracts for agency relationships](#)

Single sheet summary document setting out details of ISBA's range of model contracts which members can use to create sound legal terms for advertiser relationships with a wide range of communications agencies.

- [Guidance on ensuring agency cost transparency](#)

Guidance for members employing resource based methods of agency remuneration, following news of two former Ogilvy and Mather US executives being found guilty of making false claims and conspiracy for overbilling one of their clients – the US Government.

- [Purchasing Public Relations - a guide for procurement professionals](#)

A general guide from the Public Relations Consultants' Association (PRCA), borne out of discussions with ISBA's Communications Purchasing Action Group (COMPAG).

2004

- ['Top Tips' for enhancing procurement relationships with marketing and agencies](#)

A short document produced by ISBA's Communications Purchasing Action Group (COMPAG) summarising tips from experienced marketing purchasing procurement professionals on developing effective relationships with creative.

2003

- [A best practice guide to forming a transparent relationship between a public relations consultancy and client](#)

The Public Relations Consultants Association (PRCA) best practice guide to developing relationships with PR agencies. The document is endorsed by ISBA.

- [Guide to choosing and using a media auditor](#)

A guide for advertisers to making best use of media auditors and media auditing services.

2002

- ['Effective Representation' – ISBA proposals for building better advertiser/ media owner relationships](#)

Guidance produced jointly by ISBA's Media Action Groups. Identifies six key areas in which advertisers and media companies could work to establish more transparent mutually beneficial relationships.

- [Ensuring best value from media investment](#)

Guidance from ISBA detailing the full range of media covered by the Audit Bureau of Circulations (ABC) which, along with its subsidiaries is able to provide circulation figures for newspapers and magazines.

2000

- [ISBA/ IPA Guidance on Payment by Results](#)

A guide for advertisers and agencies on adoption and management of Payment by Results (PBR) in advertising agency remuneration agreements.

- [Payment by Results](#)

Joint guidance for clients and agencies - best practice in the adoption and management of Payment by Results (PBR) in advertising agency remuneration.

Television

2009

- [Producing TV ads in times of conflict](#)

Guidance alerting members to issues of insurance and liability when producing television advertisements during times of political instability and international conflict.

2008

- [Purchasing music for TV, radio and cinema](#)

There has been an increasing amount of interest recently in the subject of de-coupling production services from agencies. This guide aims to help members approach one of their hot topics: finding alternative routes to the purchase of music and music rights for radio, cinema, TV and other marketing communications activities which require music.

2007

- [TV simulcasting](#)

Updated guidance on the industry agreement for advertisers relating to a moratorium on artist payments. Advertisers are strongly advised to read the guidance and discuss the implications of simulcasting with their agencies.

2006

- [Issues raised by broadcasters' simulcasting of TV channels](#)

Guidance in response to Channel 4's decision to simulcast its programmes and advertisements on the internet, and BSkyB's subsequent indications that it might follow suit. Whilst simulcasting is generally a positive step, it raises unforeseen issues for advertisers, as most talent and music usage clearances are sought for traditional broadcast only.

- [TV broadcasters' late copy deadlines and charges](#)

Guidance from ISBA's TV Action Group suggesting that, in light of recent advances in technology, advertisers should seek to challenge broadcaster penalties for material which arrives more than one business day prior to broadcast.

- [Producing Advertising Commercials \(TV and cinema\)](#)

A joint industry publication providing links to the definitive (PAC) guide to Producing Advertising Commercials (TV and cinema). Members are strongly recommended to read the full guide thoroughly in order to obtain a good understanding of the production process and the roles they are required to play in it.

2005

- [New terms and conditions for ITV airtime](#)

Guidance highlighting a change in the terms and conditions for ITV airtime. The change relates to new terms for cancellation or postponement of campaigns.

- [Guidance on verifying the appearance of interactive TV advertisements](#)

Guidance setting out the pros and cons of the various methods for verifying the appearance and reproduction quality of press advertising.

2004

- [Guidance on TV airtime trading](#)

Guidance advising members on making use of the ITV Contract Rights Renewal remedy (CRR) as they prepare for the forthcoming TV airtime trading round.

2003

- [Final details of ITV Contract Rights Renewal Remedy \(CRR\)](#)

Guidance for members on understanding and making best use of CRR.

- [Guidance on TV commercial production and engagement of talent](#)

A useful top line guide for advertisers making TV commercials. The document provides a basic 'checklist' of the most important issues advertisers will confront.

Radio

2009

- [The advertiser's guide to improving radio ads](#)

Guidance for those involved in or thinking about the production of radio ads, helping them produce better commercial messages for radio, both by explaining clearly the production process itself and by giving advice on how best to exploit the creative potential of their ads.

2008

- [Purchasing music for TV, radio and cinema](#)

There has been an increasing amount of interest recently in the subject of de-coupling production services from agencies. This guide aims to help members approach one of their hot topics: finding alternative routes to the purchase of music and music rights for radio, cinema, TV and other marketing communications activities which require music.

2005

- [GCap changes to quantity and scheduling of advertising](#)

A short briefing paper for members, discussing the announcement by GCap Media that, from mid-December 2006, it will be reorganising the quantity and scheduling of advertising on Capital.

- [ISBA guide to radio ad production](#)

A practical and easy-to-use guide setting out a checklist of the key points to consider when producing radio commercials.

2004

- [Buying and evaluating radio campaigns](#)

Guidance explaining how to make most effective use of J-ET, the electronic trading system for radio airtime.

- [Talent exclusivity and RACC procedures](#)

How to ensure exclusivity of talent in commercials where required. Separately, the same guidance clarifies the appeals processes for the Radio Advertising Clearance Centre (RACC).

2001

- [An advertiser's guide to radio](#)

Jointly produced by ISBA's Radio Action Group and the Radio Centre, this document provides a comprehensive guide to effective radio advertising. The document leads advertisers through the complete process.

Outdoor

2008

- [Best practice guide to outdoor advertising](#)

Comprehensive overview of the various elements that comprise outdoor advertising ranging from first steps, to planning and buying a campaign, to evaluating your campaign's effectiveness. Originally published in 2000, it has now been completely revised to cover the

many changes in the medium since then, including the advent and growth of digital advertising.

- [Press and outdoor advertising production](#)

New guidance on the process of producing press and outdoor advertising to help advertisers negotiate the new landscape of press and outdoor production, with the hope that a better understanding will enable clients and agencies to manage budgets and timetables more efficiently.

2006

- [Emerging initiatives in outdoor](#)

Guidance alerting members to four emerging initiatives in the outdoor advertising market. The initiatives aim to increase accountability in the medium.

- [Flyposting and field advertising](#)

Guidance note for advertisers using outdoor media. The note reminds members of the increasing vigilance of local authorities in pursuing advertisers and agencies who participate in flyposting.

2005

- [Using 'scrollervision' outdoor sites](#)

Guidance in response to the increasing range of site-types that outdoor contractors are able to offer.

- [ISBA/IPA outdoor production timetable](#)

A joint ISBA and IPA guide setting out timelines for production of various types of outdoor advertising (roadside, London Underground, London Buses, non-London buses).

2004

- [Illegal flyposting](#)

Guidance on flyposting, warning of increasing vigilance by local councils to prosecute the practice.

- [ISBA member alert on flyposting](#)

A short guidance note alerting members to the legal issues involved in flyposting and warning strongly against engaging in the practice.

- ['Invisible' costs in Outdoor](#)

Guidance following member concerns over 'hidden' production charges for Outdoor advertisements – especially for those using long-term holdings.

- [IPA guide to outdoor planning control](#)

Question and answer document produced by the IPA setting out the legal issues involved in ensuring advertisers' outdoor (poster) campaigns have proper planning control.

- [Guidance for advertisers whose legally-bought sites are challenged by private individuals](#)

Suggested action for advertisers whose poster advertising sites are challenged by local residents.

2002

- [Guidance for advertisers using non-conventional and scrolling outdoor sites](#)

Guidance advising on the legality of certain types of non-conventional outdoor advertising media and billboards.

Press

2008

- [Press and outdoor advertising production](#)

New guidance on the process of producing press and outdoor advertising to help advertisers negotiate the new landscape of press and outdoor production, with the hope that a better understanding will enable clients and agencies to manage budgets and timetables more efficiently.

- [Print and press post-production centralisation and de-coupling](#)

Many companies have 'de-coupled' their print and press production from their mainstream agency, achieving significant cost savings with no disruption to the quality of output. This guide helps advertisers analyse whether this is the right approach for their own company.

2007

- [Advertising in b2b directories](#)

Member advice concerning advertising in business to business directories.

- [Reformatting of columns in The Times newspaper](#)

This guidance note is to alert members to the changes being made in The Times newspaper to its editorial and advertising column widths.

- [AdFast - new features and changes to the ad artwork delivery system](#)

Guidance on imminent changes to the AdFast system - the internet-based artwork delivery system run by the Newspaper Society, which up until now has been funded by the publishers.

- [Gatekeeper reproduction charges](#)

Advice for advertisers on how, in most cases, they can now circumvent gatekeeper costs when they submit colour advertisements to national newspapers. As part of ISBA's campaign against the charges we suggest actions advertisers can take to discourage persistent charges and minimise the impact on their budgets.

- [Gatekeeper status report - colour advertising for national newspapers](#)

Table summarising different publishers' reproduction arrangements.

2005

- [Circulation figures for monthly magazines](#)

Guidance reminding members of the availability of data published by the Audit Bureau of Circulations for consumer magazines.

- [Digital delivery of print advertising](#)

Guidance from ISBA's Press and Outdoor Action Group on digital delivery of print advertising material.

- [Guardian newspaper reformat](#)

Details of the changes to the format of the Guardian newspaper, which will come into effect on 12 September.

- [Verification of appearance of press advertisements](#)

Guidance setting out the pros and cons of the various methods for verifying the appearance and reproduction quality of press advertising.

- [Guidance on format changes at The Independent](#)

Guidance setting out details of a further change in format for the Independent, which may result in a rise in rate card charges for advertising in the paper.

2004

- [ISBA/IPA joint guidance on trading practices at Northcliffe Newspapers](#)

Joint guidance note, issued by ISBA and the IPA, advising their members of a reduction in agency commission rates at regional publisher, Northcliffe Newspapers.

2003

- [Advertising in tabloid-sized versions of broadsheet newspapers](#)

Guidance in response to the increase in multi-format newspaper publishing.

- [Compensation for errors in reproduction of press advertisements](#)

Guidance for advertisers seeking compensation for poor reproduction of their press advertisements. Provides a suggested 'compensation scale' for beginning negotiations with media owners.

2001

- [Maximising press production quality at a competitive price](#)

A joint ISBA/IPA guide to efficient production of press advertising. The guide seeks to make transparent the complex process of producing print advertising.

- [Press production cost guidelines](#)

Guidelines to 'reasonable cost' for each element in the press production process. This document should be considered alongside the joint ISBA/IPA guide to production of press advertising.

Digital

2009

- [Understanding and working with digital agencies](#)

Do you know enough about working with digital agencies? Do you know the key differences between digital services and offline marketing services? And do you have enough knowledge to negotiate strong and effective commercial terms? This guide will help you ask the right questions to get the most out of your digital agencies.

2008

- [Top Tips Guide to eSourcing Marketing Activities](#)

Top tips designed to dispel the myths around eSourcing, devised from the collective experience of advertisers who have utilised eSourcing tools to source new marketing services agencies and suppliers.

2007

- [Search engines and protection of trademarks](#)

New guidance to advertisers who use search engine marketing, warning them to check that their brands and trademarks are adequately protected.

- [Best practice: online promotion of food and drink to children](#)

Guidance for advertisers using their own websites to promote food and drink products to children. Designed for advertisers to adopt on a self-regulatory basis to cover those parts of the online environment not subject to the ASA/CAP system.

- [Internet Advertising Sales House \(IASH\) Code of Conduct](#)

Member guidance note explaining the newly launched Internet Advertising Sales House (IASH) Code of Conduct. The new rules will make online ad buying more transparent and reassure advertisers by helping prevent brands appearing on inappropriate sites.

2006

- [Spam filters](#)

Briefing paper to help members ensure that specifically requested e-mail marketing communications they issue distinguish themselves as non-spam e-mails and reach recipients.

- [Late copy penalties for online](#)

Guidance for all ISBA members alerting them to the introduction by a number of the major online media owners of a late copy policy to penalise advertisers and agencies, whose creative work arrives after the published deadline.

2004

- [The rules for SMS and e-mail marketing](#)

An easy to read practical guide setting out the basic regulations for SMS and e-mail marketing. The guide was put together with the support of BRIFFA, the specialist intellectual property and interactive lawyers.

2003

- [Guidance for members requiring accountability in online](#)

Guidance to support advertisers in achieving accountability in online advertising and in evaluating the impact of campaigns.

Direct marketing

2007

- [Royal Mail bulk mail compensation scheme: judicial review judgement](#)

In March Royal Mail won its appeal against the judicial review of its standards of service compensation scheme, brought by Postwatch (the consumer council for postal services). Although Royal Mail's right to withhold compensation from customers that owe it money was upheld, Postwatch has also issued advice to bulk mailers on the decision setting out how compensation is to be paid in the future and retrospectively.

- [Royal Mail's 'zonal pricing' proposals](#)

Member briefing on Royal Mail's proposals, submitted to the mail regulator Postcomm, to move from the 'universal tariff', where the same price is charged for posting an item to any destination in the UK, to 'zonal pricing'.

- [Suppression and streamlining your database](#)

Guidance on suppression to give members a guide to the variety of suppression services and data files on the market. This document, although not exhaustive, is a helpful guide to some of the finer points of suppression. Suppression makes economic, environmental and business sense, streamlining your database and reducing the amount of mail sent to those people who have requested not to receive it.

2006

- [Pricing in proportion – key steps to prepare](#)

Sets out full pricing information as well as a series of key action steps that all members should take in order to prepare for a smooth transition to Royal Mail's new system of 'Pricing in Proportion'. The new system comes into effect on August 21st 2006.

- [VAT on postal services](#)

Briefing Paper setting out implications of the European Commission's recent call for the dropping of the VAT exemption currently enjoyed by Royal Mail. Any such move could have direct cost implications for ISBA members' direct marketing activities, but also for the wider development of competition in the postal services/ direct marketing industry.

- [Royal Mail Pricing in Proportion – prices effective from 21st August 2006](#)

Briefing document from Royal Mail which sets out the size specifications and prices for its new system of size based pricing/ pricing in proportion.

- [Royal Mail pricing in proportion](#)

Briefing paper for members to help them prepare for the forthcoming shift by Royal Mail to a system of 'sized-based-pricing'/ 'pricing in proportion'.

2005

- [ISBA postal issues update - size based pricing, compensation for delay and Royal Mail product developments](#)

ISBA member update summarising details of Royal Mail's new Size Based Pricing (re-named Pricing in Proportion) consultation, containing the likely pricing structure to be introduced in 2006.

2004

- [Sources of data for the direct marketing industry](#)

A ban on the use of the electoral roll for marketing purposes generated difficulties for direct marketers who used the data to ensure compliance with the Data Protection Act.

Sponsorship, Promotions & Miscellaneous

2008

- [A Guide to Measuring and Reporting the Value of Marketing Procurement](#)

Guidelines on how best to identify, measure and report opportunities, value and savings as a direct result of the contribution of procurement activities within marketing.

- [CAP Copy advice - briefing note](#)

How ISBA members can access free, confidential advice from the Committee of Advertising Practice's CopyAdvice team to help ensure their campaigns comply with regulatory Code.

- [Measuring Marketing Payback](#)

Aimed at anyone who wants to measure marketing payback in financial terms. It offers some simple, practical tips on how to measure the results of your activity and how to calculate the contribution to shareholder value.

- [New Consumer Protection Regulations](#)

The new CPRs represent the most important change in marketing law for a generation. This is a substantive point-by-point guidance note.

2007

- [Use of the term "free" in ads clarified](#)

The ASA Council has accepted new guidance from CAP/BCAP clarifying the use of the term "free" in advertisements.

- [Environmental claims in advertising](#)

Guidance issued to members by ISBA's sustainability working group giving advice on the environmental claims made in advertisements for companies or products.

- [Gambling Act 2005](#)

Guidance for advertisers following the introduction on 1 September 2007 of the new Gambling Act (2005) which has particular relevance in the area of free draws and prize promotions.

- [The new Ofcom food ad rules](#)

Briefing following the Ofcom announcement on new rules for the television advertising of food and drink products to children. Guide to all the key points, looking at the implementation of the BCAP code changes and the scheduling restrictions announced on 22 February 2007.

2006

- [London 2012 brand protection](#)

Briefing Paper prompted by the publication of a new document from the London Organising Committee for the Olympic Games (LOCOG), entitled 'London 2012 Brand Protection'. Sets out details of how LOCOG intends to apply the wide-ranging powers Government has given it to protect the London 2012 Olympic Games from ambush marketing.

2005

- [Ofcom guidance on sponsorship and commercial references in programming](#)

Ofcom guidance on its new programming Code which came into effect on 25 July.

- [Medicines advertising: revisions to MHRA 'Blue Guide'](#)

Briefing paper setting out the implications of the forthcoming transposition of two EU Directives into UK law, which will impact on medicines/ pharmaceutical advertising and the Medicines and Healthcare Products Regulatory Agency 'Blue Guide'.

- [Briefing on new rules for sponsorship and commercial references in programming](#)

Joint ISBA/Lewis Silkin briefing paper setting out the key changes to Ofcom's new Broadcasting Code. The Code provides new rules for sponsorship and commercial references in programmes.

- [The new rules for alcohol advertising](#)

ISBA member briefing paper/guidance note setting out details of new rules and interpretative guidance for TV and non-broadcast alcoholic drinks advertising.

2004

- [OFT Q&A on Consumer Credit Advertisements Regulations](#)

An Office of Fair Trading Guidance Note to help advertisers ensure compliance with the Consumer Credit Advertisements Regulations, which come into force on 31 October 2004.

2003

- [ICC International Code on Sponsorship](#)

The International Chamber of Commerce (ICC) Code on sponsorship, prepared by the ICC Commission on Marketing and Advertising. Sets out the global framework for responsible self-regulation of sponsorship practices.

2000

- [ISBA - London Business School Guide to Promotional Evaluation](#)

A practical guide for advertisers on how to evaluate the effectiveness of sales promotions. ISBA and the London Business School jointly produced the guide, with particular input from Tim Ambler.

ISBA best practice guides

2009

- [Finding an agency](#)

A guide to the agency selection process to help speed the path to the right relationship. Clients need agencies and agencies need clients, but finding that perfect fit, the right chemistry, talent, shared culture and philosophy can often be a long and winding search.

2008

- [Working with Schools - Best Practice Principles \(2008\)](#)

Produced jointly by the Department for Children, Schools and Families and ISBA, these guidelines provide a framework within which teachers and advertisers can work together for mutual benefit.

2007

- [Communication strategy](#)

A guide to developing first class communication campaigns. Part of the industry-leading best practice series on getting the most out of client-agency relationships.

- [Best practice: Online promotion of food & drink to children](#)

Guidance note outlining best practice for advertisers using their own websites to promote food and drink products to children. They are designed for advertisers to adopt on a self-regulatory basis.

- [Ten easy steps to best practice in online campaign development](#)

IPA Digital and the ISBA Digital Action Group are developing a series of guidance and best practice notes for advertisers and their agencies. This is the first and describes simple steps to help develop successful online campaigns.

2006

- [Judging creative ideas](#)

A guide to assessing agency creativity. Part of the industry-leading best practice series on getting the most out of client-agency relationships.

- [Magic and Logic: redefining sustainable business practices for agencies, marketing and procurement](#)

Joint industry White Paper, published by ISBA, agency body, the IPA and purchasing body, CIPS, identifying ways that marketers, agencies and procurement can best work, both individually and together to produce profitable ideas that make profit.

- [Agency remuneration](#)

A guide to how to pay your agencies. Part of the industry-leading best practice series on getting the most out of client-agency relationships.

2005

- [Evaluation](#)

A guide to evaluating the effects of your campaigns. Part of the industry-leading best practice series on getting the most out of client-agency relationships.

2004

- [**Design - a professional pitch**](#)

Joint industry best practice guide for advertisers carrying out pitches for creative design agencies.

2003

- [**The client brief**](#)

A guide to briefing communications agencies. Part of the industry-leading best practice series on getting the most out of client-agency relationships.

- [**Forming a transparent relationship between a public relations consultancy and client**](#)

The Public Relations Consultants Association (PRCA) best practice guide to developing relationships with PR agencies. The document is endorsed by ISBA.

- [**TCompendium of ICC Rules on Children and Young People and Marketing**](#)

The International Chamber of Commerce (ICC) Code on children and young people in marketing. ICC Codes set out the global framework for responsible self-regulation of marketing and advertising practices.