



John Moores Students' Union

Media Sales Policy

Approved by Trustee Board	20/11/2025
Date of Next Review	20/11/2026
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1. General Statement of Policy

- 1.1. John Moores University Students' Union (JMSU) is the heart and voice for all Liverpool John Moores University (LJMU) students, and we have various opportunities to market to our students.
- 1.2. With access to around 27,000 students, advertising through us gives you the opportunity to reach out to our students in a range of different ways. JMSU represents all LJMU students and provides ways to enhance and support their wellbeing, academic, social, and work interests.

2. Scope

- 2.1. The media sales policy's scope includes the following: advertising sales for print, online, and broadcast media platforms; sponsorship sales for events and promotions; collaborations with external advertising agencies and partners; and revenue generation through targeted marketing initiatives.

3. Aims & Objectives

- 3.1. The key aims and objectives of this policy are to:
 - a. Prioritise generating income that can be strategically reinvested to enhance the student experience.
 - b. Ensure ethical and responsible advertising practices.
 - c. Maintain the wellbeing and interests of the LJMU student community.
 - d. Promote diversity and inclusion in all activities and communications.

4. Governances

- 4.1. Media Sales within JMSU is the responsibility of the Trustee Board. The Board oversees the development, implementation, and monitoring of the policy.
- 4.2. On a day-to-day basis, the Trustees have delegated responsibility for the implementation of this policy to the Chief Executive Officer (CEO), who then delegates specific duties and responsibilities to relevant staff members to ensure effective compliance and execution across the Union.
- 4.3. The job titles referred to in this Policy are subject to change. If there is any doubt about designated roles, the CEO can give final clarification.

5. Advertising & Promotional Guidelines

- 5.1. All advertisements and any promotional, commercial, or information in the form of articles, or display advertisements (including banners, social media, and logos), have to be clearly indicated and easily identifiable as such, separated and distinguished from the editorial content.
- 5.2. All advertising (including, but not limited to web pages, pop-up stalls, social media etc.) must be cleared, and have permission from JMSU.
- 5.3. The final decision to accept advertising rests with the JMSU and may be subject to a sample being supplied for quality control/approval purposes. We also reserve the right to refuse advertising for any other reason without explanation.

- 5.4. JMSU reserves the right to not promote products and services that may have a harmful impact on our commercial offer.
- 5.5. JMSU may also remove advertising at short notice should the subject matter be likely to appear insensitive or cause offence, based on student feedback and/or consultation.

6. Prohibited Products, Services, and Advertisers

- 6.1 Prohibited Products, Services, and Advertisers are those that are not allowed to be promoted, offered, or advertised due to the specific reasoning outlined below: -

Organisation or Corporate Grouping	Reasoning
Gambling Organisations	JMSU will not promote gambling as it can cause financial hardship and welfare issues.
Tobacco, smoking alternatives e.g. vapes, unlicensed drugs, pharmaceuticals, or medical services	JMSU works with various partners across the city regarding health campaigns and medical services available to students.
Aesthetics Companies	JMSU has concerns regarding the safety and efficacy of certain aesthetic procedures or products offered by these companies. Additionally, ethical considerations may come into play, such as the promotion of unrealistic beauty standards. This exclusion does not intend to ban make up products or services but protect students from potentially unsafe invasive practices and providers.
The Sun Newspaper & associated papers	Unjust and unethical coverage of the Hillsborough Tragedy.
Personal Injury Solicitors – Personal Injury Claims	JMSU, in conjunction with LJMU Law School and other partners, provides confidential, non-judgmental, and impartial advice on legal and financial issues. We do not wish to actively advocate for any particular solicitors in this regard that we cannot appropriately verify.
Accommodation providers which do not possess Liverpool Student Homes (LSH) accreditation	JMSU fully endorses the work of Liverpool Student Homes, which is part-funded and part-governed by LJMU. As it promotes free, confidential housing-related advice and support, we cannot accept advertising from a provider that does not possess accreditation with the organisation. On rare occasions, exceptions will be taken on a case-by-case basis, in conjunction with colleagues at LJMU.
Banks and similar financial organisations	JMSU, in partnership with LJMU and other stakeholders, provides confidential, non-judgmental, and impartial advice on matters relating to student finances. As such, we do not actively endorse or advocate for any specific financial institution, except where their involvement is solely focused on promoting financial literacy. Our priority is to protect students from unsafe financial practices, reduce reliance on high-risk borrowing, and support effective money management. Requests from banks or financial providers to engage with students will be considered on a case-by-case basis to ensure they align with these principles.
CBD Products	CBD products are prohibited from being advertised through JMSU due to the potential health concerns associated with them. JMSU believes that CBD products can cause side effects and may interact with other medications, and therefore, they have decided not to promote these products due to ethical reasons and health concerns.

Bit Coin & Crypto	JMSU believes that organisations could expose students to financial risks and may be susceptible to making impulsive or uninformed investment decisions.
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- 6.2 Whilst this policy is intended to be exhaustive, we reserve the right to not deal with organisations who conflict with or violate any of JMSU/LJMU's core principles, agreements, policies, or campaigns. Please note that receiving sponsorship or donations does not imply our endorsement.

7. Media Sales & Partnerships

- 7.1 JMSU has exclusivity with a takeaway pizza operator, prohibiting the promotion of pizza-related takeaway businesses.
- 7.2 Media sales bookings are processed through our media sales partner, Native. Each year, a list of prohibited products, services, and advertisers is provided to Native.

8. Inspection & Audit Review

- 8.1. An annual report on media sales will be produced by JMSU for consideration by the Board of Trustees. This report will include information to help the Trustee Board compare JMSU's decision-making over time.
- 8.2. A full review of the policy will be conducted every three years to evaluate its overall effectiveness. However, this timeframe may be adjusted as needed to reflect any significant changes in legislation or regulatory requirements.