

ENIL advertising policy

ENIL considers the following points when accepting a sponsor:

1. ENIL expects advertisements for goods and/or services to be in agreement with the principles of Independent Living or to use language compatible with the principles of Independent Living.
2. ENIL expects sponsor organisations to have adopted the social model of disability or to use language compatible with the social model of disability.
3. ENIL welcomes advertisements from accessible motor vehicles, goods and services used by the general public which are also accessible to disabled people, agencies offering domiciliary support, housing associations offering accessible accommodation, accessible private houses, accessible leisure and holidays and recruitment advertisements where the employment is beneficial to disabled people, including jobs from organisations of disabled people.
4. ENIL will not accept advertising that seeks to exploit disabled people by clearly charging excessive prices.
5. ENIL will investigate complaints from any disabled person who questions whether an advertisement we have accepted meets this policy.
6. All advertising accepted by ENIL is accompanied by a disclaimer.
7. The board of directors is ultimately responsible for overseeing this policy.

Advertising rates:

In exchange for donations amounting to 20 euro per month (240 euro per annum), your company or organisation will be featured in ENIL's twice-monthly email newsletter *Independent Living News!* Individual members and member organisations who wish to advertise with ENIL will receive a ten percent discount on the advertising rate. The newsletter is distributed to a mailing list of approximately 1,300 recipients (as of May 2010). The newsletter is archived on the ENIL website and is shared on social networking sites. Sponsors will be given a receipt in place of an invoice.