

GUIDANCE ON WRITING AND SUBMITTING ADVERTS TO THE 3C3 WEBSITE

In the following “WO” is to mean “The Website Owner” and 3C3 means the group of websites forming our advertising system

PRELIMINARY

<https://www.3ccc3.com> is an advertising site and it is intended to give preference to small or new or inexperienced participants. Large firms will not be allowed to occupy a large proportion of the available space. Nor will so many adverts appear so as to render the small items invisible. The target size is about 200 – 300 short term adverts each lasting for a week (minimum) with optional renewal plus a number of long term adverts which will be separately located.

New ideas often do not fit into a formal index so WO will be active in indexing so that the squibs and newcomers can be seen. There will not be a formal, fixed heading index; rather WO will make the index fit the advertised material and will invent headings as needed – what we call “Dynamic Indexing”.

Depending on circumstance the long term adverts may have a separate index.

WO may, for various operational reasons, allow an advert to run for longer than a week and if this happens there will be no extra charge.

Only adverts for sources located in the United Kingdom are accepted.

The advertiser pays WO for space a week at a time but he/she has to get payment directly from the respondents for whatever is being sold.

TO BE DEFINITE :

The advertiser, a Mr West, wants to advertise a piece of equipment called a Dokfit. The price is £25. Mr West writes a description of a Dokfit as a .txt document no more than about 50 words in length and sends it to admin@tushino.co.uk together with his (Mr West’s) email address.

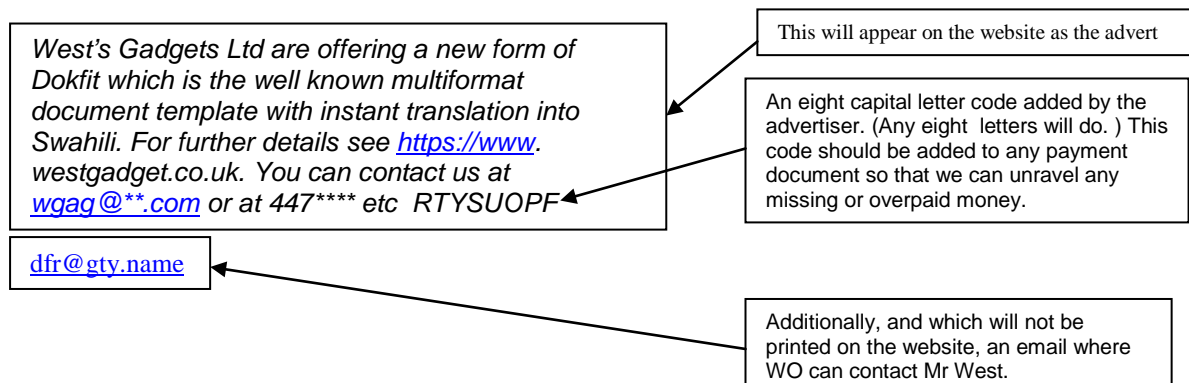
The .txt document must contain direction to a further source of information about Dokfit. This might be Mr West’s own dedicated website, or a longer written description, or photos or videos. Anything that Mr West thinks will attract the customer.

Only .txt adverts are allowed on this advertising website. No photos, videos or other tech. The .txt must include a location which a customer can use to contact Mr West. This location will probably be a URL where the buyer can find out more about Mr West’s product or an email or even a written postal address.

If the advertisement attracts a buyer, then Mr Widget and the customer must arrange payment, delivery and any other details between themselves. This web site is not concerned with the details of a customer’s interaction with Mr West. SEE Terms and Conditions

EXAMPLE OF THAT WHICH MUST BE SENT TO THE EMAIL ADDRESS

[:admin@tushino.co.uk](mailto:admin@tushino.co.uk)



MOCKUP

You can see an indication of what the website might look like at <https://www.3bbb3.com>

CHANGE OVER DATE

The website is updated late on Monday evening. Advertisers probably browse at weekends.

RENEWALS

Near the end of the 7 days Mr West can ask to have his Dokfit advert continued for another week. If WO agrees Mr West can end another £6 or whatever the current fee is. (See 3aaa3.com)

There is no guarantee of renewal. Refusal to renew has no negative implications. WO wants the site to have a certain spread of subject matter, and above all, not be blocking new small ads from people starting out.

Even if immediate renewal is not allowed, Mr West can try again the following week or at any time in the future.

PAYMENT

The website is renewed at weekends and the latest version can be seen on Monday morning. The advertiser should look to see if his or her advert appears on the Monday morning and if so, should then send payment.

This can be via a card payment on the Page30 or by bank transfer to Tushino Ltd at HSBC Sort code 47-37-25 Account number 94446267.

We then reconcile payments at the end of the week. Anyone who hasn't paid will be banned for one million years.

LANGUAGE

WO must be sure what is being advertised on the website so initially English language adverts will get preference.

However you can try a European language if you send a translation. There might be a delay. There might be an extra fee.

Other languages, especially those not using a Roman or Cyrillic alphabet won't, in the short term, be accepted. It is not that we do not recognise the large number of secondary

languages spoken in the UK but that processing a Chinese advert in the National Language takes up more time.

LONG RUNNERS

The overall format of the website will be a two part structure : (1) Short term adverts running perhaps only for one or two weeks and (2) Longer term adverts which can be booked for up to 26 weeks. These will probably be of the relatively scarce specialised technical service genre. Long term adverts will be located in a different place to the short termers and may have a separate dynamic index.

If a long term advert is booked for 26 weeks, the maximum we allow, the price is discounted to £100. Pay in advance but only after you see the advert posted on the site..

WO will not hesitate to create some modified structure if he deems it necessary. Above all, the website is there to get new and possibly obscure stuff out into the light of day.

OTHER

Whatever WO decides is binding. SEE Terms and Conditions.

WO may, or may not, accept adverts entirely according to his whim. The idea is to prevent the drowning of tiddlers in the bottomless sea of commerce. This website is a shallow water website.

Individuals, small companies and start ups will be given precedence.

There is no actual word limit but short adverts, carefully written and to the point, will do better than wind-baggery. Anything longer than 50 words....

FORBIDDEN

Jobs are not to be advertised.

Gambling sites. Tobacco. Vapes. Animals. Intoxicating drugs except alcohol. All financial and investment sites. Firearms and anything with explosives like fireworks. Knives, daggers and the like. Anything that looks like being harmful to children. Medical cure-alls that do not have independent evaluation. Anything WO does not like the look of.

ENCOURAGED

Standard small ads. New products. New services. Specialised skills especially in the tech area. You can't advertise an animal for sale, but a veterinary practice can advertise services. CVs of people looking for work, especially recently retired people. Social support clubs. Meeting/dating sites. Discussion Groups but be clear that you are advertising the presence of such a group but you are not carrying out the discussion itself on 3C3.

SUBJECT TO ANALYSIS

WO only has a certain amount of time, so anything might be refused or delayed because there has not been time to examine it, but we take a dimm-ish view of party political adverts, a lot of educational services, most health sites, medicines and diet supplements, religion and porno. None of these are actually banned but ...

GEOGRAPHY

We will take any acceptable advert but please bear in mind that this is a national site. If you are advertising a second hand push bike in Derby you are not all that likely to get a response. On the other hand if you are in Derby and advertising the bike that won the Tour de France, or super strong bike chains then there might be a much wider response.

Please remember that the website is size limited to some degree. We might not take an advert for an old push bike in Derby simply because, however much we want your valuable money, we might need the space for something more exciting.

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