

STANDARD CONDITIONS OF ACCEPTANCE

1. These conditions shall apply to all advertisements Accepted for publication. Any other proposed conditions shall be void unless incorporated in written instructions and specifically accepted by the Publisher.
2. All advertisements are accepted subject to the publisher's approval of the copy and to the space availability. The Advertiser is responsible for supplying suitable artwork prepared to the publishers specification. The publisher reserves the right to make such alterations to artwork as may be considered necessary to conform it to the correct specification. Any costs incurred may be charged to the advertiser.
3. If it is intended to include in an advertisement a competition or a special offer of merchandise other than that normally associated with the advertised product full details must be submitted at the time of booking
4. The publisher reserves the right to omit or suspend an advertisement at any time in which instance no claim on the part of any advertiser for damages or breach of contract shall arise. Should such omission or suspension be due to the act or default of the advertiser or his servants or agents, then the space for the advertisement shall be paid for in full notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the advertiser as soon as possible.
5. If the Publisher considers it necessary to modify space or alter the date or position of insertions or make any other alteration the advertiser will have the right to cancel if the alterations requested are unacceptable unless such changes are due to an emergency or circumstance above & beyond the Publisher's control. Every care is taken to avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions.
6. The Advertiser warrants that the advertisement does not contravene any Act of Parliament, nor is it in any other way illegal or defamatory or an infringement of any other party's rights or an infringement of the British code of Advertising Practice.
7. The Advertiser will indemnify the Publisher in respect of any claim made against the Publisher arising from the advertisement. The Publisher will consult with the Advertiser as to the way in which such are to be handled.
8. Advertisement rates are subject to revision at any time and orders are accepted on the condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rate. '
9. If an Advertiser cancels the balance of the contract, except in the circumstances set out in clauses 5 and 8 above he relinquishes any right to that series discount to which he was previously entitled and advertisements will be paid for at the appropriate rate.
10. Series discounts only apply to orders placed in advance and completed within one year of the date of the first insertion. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.

11. Credit accounts are strictly net and payment must be received by the end of the month from the date of invoice.
12. Charges will be made to the Advertiser or his Agent where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his Agent. These charges will be at the rates agreed prior to publication. Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.
13. At least eight calendar weeks notice prior to the cover date is required to stop or suspend an insertion.
14. If copy instructions are not received by the agreed copy date no guarantee can be given that proofs will be supplied nor corrections made and the Publisher reserves the right to repeat the most appropriate copy.
15. Advertisers property, artworks etc. are held at the owners' risk and should be insured by them against loss or damage from whatever cause. The Publisher reserves the right-to destroy all artwork which has been in its custody for twelve months from the date of the last insertion.
16. For the purpose of these conditions. 'Advertiser' shall refer to the Advertiser or his agent whichever is the principal. 'Advertisement' includes inserts where appropriate.
17. These conditions and all other express terms of the contracts shall be governed and construed in accordance with the

laws of England.