
Chineham

Chat

ADVERTISING TERMS & CONDITIONS 22nd July 2014

1. Approval of Advertisements

Adverts will be accepted when space is available and they meet the approval of **The Chat Team**. Approval will not be granted where the advert does not conform to legislation or guidelines laid down by the Advertising Standards Authority.

2. Advertising Charges

Advertising Rates are as published. Should we be requested to revise an existing advert, a charge may be made at the discretion of **The Chat Team** as follows:-

- | | | |
|-----|--|--------|
| i) | For a minor artwork revision, new image or logo scan | £15.00 |
| ii) | For a major reworking of the advert or new copy | £30.00 |

No commission is paid to advertising agencies.

3. Copyright

The Chineham Chat retains copyright over all original artwork prepared on the advertiser's behalf. This copyright is available to be purchased by advertisers wishing to use adverts elsewhere.

Any advertisement artwork supplied by the advertiser will be assumed to be owned by the advertiser and the advertiser will indemnify **The Chineham Chat** for any breach of copyright.

4. Delivery of Advertising Materials

The advertisement copy required must be delivered at the advertiser's risk and expense before the advertising copy deadline, which is the 5th day of the month preceding the month of publication.

5. Late Delivery of Artwork

If artwork is received after the final copy deadline, **The Chineham Chat** reserves the right to:

- i) Withdraw the advert for that month if the advertiser is a new customer
- ii) Run the advert with existing artwork if the advertiser is an existing customer

6. Payment Terms

Payment is in advance and must be paid by the Last Payment Date specified at the bottom of the invoice.

Payment may be made by bank transfer, cheque or cash.

All cheques must be made out to **Chineham Chat** and sent to the address of the **Advertising Co-ordinator**, as shown on the invoice.

Bank Transfers should be carried out as specified on the Invoice.

The Chineham Chat reserves the right to withdraw an advertisement when the invoice has not been paid in full by the specified Last Payment Date.

7. Advertising Sizes

Display Adverts will only be accepted in sizes of whole page, half page, quarter of page, sixth of page and semi-display (1/20 of a page). The dimensions of these sizes are documented within the Technical Specification document.

8. Duration of Adverts

Display Adverts may be contracted for periods of 6 or 12 months.

9. Expiry of Contract

The **Advertising Co-ordinator** will contact the advertiser 45 days before expiry of the contract to discuss whether the contract is to be renewed or not. The renewal will be based on the agreement of both the advertiser and the Chineham Chat to continue the contract.

10. Cancellation

An advertising contract may be cancelled by the advertiser giving one month's notice. A cancellation fee of 50% of the remainder of the contract or the monthly advertising rate, whichever is the greater will be charged.

12. Liability

The **Chat Team** does not accept liability for mistakes or omissions in adverts. If a mistake or omission is the fault of the Chat Team then the only compensation for the advertiser will be a re-run of the advert for one month at no cost to the advertiser.