

Terms and Conditions of Booking

Bookings are accepted subject to the following:

The advertiser will:

- Provide advertisements that are legal, decent, honest and truthful.
- Submit and pay for advertisements within 14 days of invoice, unless otherwise agreed; take advantage of discounts for multiple-issue bookings by paying **in full** by the copy deadline of the first issue in which they appear unless otherwise agreed. If the publisher agrees that the advertiser can pay discounted rates in instalments and the advertiser subsequently withdraws, the rate will revert to the full ratecard value and the advertiser will immediately become liable to pay the difference between the discounted and the full rate for his advertisements plus any invoices outstanding at that moment in time.
- Provide copy instructions by the copy date; if no instructions are received by the copy date the publisher reserves the right to reprint the last copy used.
- Agree that the publisher reserves the right to omit, suspend or change the position of any advertisement.
- Agree that the publisher reserves the right to make any alteration considered necessary or desirable in an advertisement and to require artwork or copy to be amended to meet their approval.

The publisher will:

- Confirm all bookings by fax, email or letter, subject to a cancellation period of 7 days or up until the copy deadline if that is less than 7 days. If no cancellation is received within the **cancellation period**, the publisher retains the right to charge the price agreed **in full** for the insertion(s) even if the advertiser subsequently withdraws their advertisement or fails to provide an advertisement for publication by the copy deadline.
- Aim to insert the advertisement in the position preferred by the advertiser, but cannot guarantee this.
- Provide proofs for approval by the advertiser in the event that the publisher provides an artwork or design service. Such proofs to be approved by the advertiser in writing by the approval date to be specified with each proof.

The publisher does not:

- Accept responsibility for any loss or damage caused by an error, omission or inaccuracy in the printing of the advertisement, or any failure to publish an advertisement on the date or dates specified howsoever caused.
- Guarantee the colour of the printed advertisement.

The publisher reserves the right to increase advertisement rates or to amend the terms of contract with reference to space or frequency of insertion.

The publisher reserves the right to amend these terms and conditions at any time.

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THE VILLAGE EMPORIUM
~ Your contacts in all the right places ~

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