

Advertising Terms and Conditions

1. In these terms and conditions, "Advertiser" means the party who books the space and/or any agent acting on his behalf and "Publisher" means Maypole Press & Publishing Co
2. These terms and conditions shall apply to all advertisements accepted for publication by the Publisher except insofar as shall otherwise specifically be agreed in writing by the Publisher, notwithstanding that the Advertiser may choose to provide confirmation, purchase order or any other document containing other terms and conditions. The Advertiser shall not be entitled to rely on any representation or warranty, express or implied, which is not contained herein.
3. All advertisements are accepted subject to the Publisher's approval of the copy and to the required space being available. The Publisher will try to place an advertisement in the best possible position, but reserves the right to make the final decision as to the position of the Advertisement.
4. Special positions may be booked at the appropriate rates, subject to availability. Whilst every effort will be made to ensure the advertisement is placed in the position booked, no responsibility can be accepted should the advertisement not appear in the selected position, due to whatever reason. The appropriate refund of the special booking fee will be made unless otherwise re-arranged by mutual agreement.
5. The Advertiser warrants and represents that the advertisement (a) does not contravene any law, statute or regulations in England and/or in any other country where the advertisement might appear as a result of its publication by the Publisher (b) is not in any way defamatory or illegal or an infringement of the rights of any third party (c) complies in all respects with the British Code of Advertising Practice and any other relevant advertising standards prevailing (in England and/or in any other country where the advertisement might appear as a result of its publication by the Publisher) at the time the advertisement is published.
6. The Publisher reserves the right (in its absolute discretion) to omit, suspend or exclude an advertisement at any time; any such omission, suspension or exclusion shall be notified to the Advertiser as soon as possible. If the Publisher exercises its rights under this paragraph at any time, the Publisher shall not be liable for costs, claims, liabilities or damages of any kind as a consequence of so doing.
7. All reasonable care will be taken to avoid mistakes but the Publisher does not accept liability for any errors or omissions due to the acts or defaults of third parties or sub-contractors or due to inaccurate or ambiguous copy instructions or due to any other acts, circumstances or defaults beyond its reasonable control. The Publisher shall not be liable for any errors or omissions in the advertisement unless the proof is returned in ample time for corrections to be made before the publication goes to press or is otherwise finalised prior to publication.
8. The Publisher shall have no responsibility if the advertisement is not published on the agreed date as a result of strike, lock-out, fire, storm, flood, riot, explosion, power failure, break-down or failure of systems or machinery or any other event beyond the Publisher's reasonable control. The date missed will be made up in agreement with the advertiser/agent.
9. It is the advertiser's/agent's responsibility to ensure advertisement copy is received by the scheduled copy date, otherwise the Publisher will repeat the last advertisement.
10. All advertising insertions shall be submitted by the Advertiser by the closing copy date in the form stipulated by the Publisher and otherwise in accordance with the Publisher's instructions from time to time. Unless the Publisher receives the advertising insertion in the proper form and as per the Publisher's instructions, or if the Publisher is required to perform additional production work as a result of the Advertiser's failure to conform to the Publisher's requirements and/or instructions, the Publisher (in its absolute discretion) reserves the right (a) to make additional charges to the Advertiser for the cost of any such production work or (b) to treat the Advertiser as having cancelled.
11. Where non complete artwork is provided, proofs will be supplied, subject to the advertisement copy being supplied by the scheduled copy date. Copy for setting supplied after the scheduled copy date will be included in the issue where possible but may not be in time for proofs, in which case the advertiser/agent accepts responsibility for any errors in setting. Corrections/approved proofs must be returned signed prior to printing. Where proofs are not returned the Publisher will assume the advertisement is ok as proofed. Proofs will not be supplied for advertisement copy supplied as complete artwork or film unless specifically requested in writing by the Advertiser.
12. Advertisement rates may be revised at any time. Orders are accepted on the basis that the price binds the Publisher only in respect of the next issue to be published by the Publisher. If there is a rate increase which the Publisher wishes to charge to the Advertiser, then the Advertiser will have the option either to cancel the remainder of the order without surcharge or to continue the order at the revised advertisement rates.
13. The Publisher's credit payment terms are strictly 30 days from the date of invoice.
14. Notice of cancellation or suspension of an advertisement must be received in writing by the Publisher strictly in accordance with the relevant publication's rate card cancellation terms. Cancellations or suspensions received without sufficient notice will be charged for in full by the Publisher. Verbal cancellations are not accepted.
15. In no event shall the liability of the Publisher for any breach of contract or in tort exceed the price paid by the Advertiser for the advertisement.
16. In no event shall the Publisher have any liability either in contract or in tort for any consequential or indirect loss or damage suffered or incurred by the Advertiser, including (without limitation) loss of profit or damage to reputation or goodwill.
17. These terms and conditions and all other express terms of the contract shall be governed and construed in accordance with English law and the Advertiser submits to the non-exclusive jurisdiction of the English courts in connection with all disputes, claims or actions arising out of or in connection therewith.

SW FOCUS ADVERTISEMENT ORDER FORM

1. YOUR CONTACT DETAILS

Company Name & Address:

Your Name:

Telephone:

Email:

Signature:

2. ACCOUNT DETAILS

Date:

Account Number:

Order Number:

Weekly: Alternate Issues:

Advertisement start date:

Editorial / special instructions / comments

3. ORDER DETAILS

Size:	SINGLE INSERTION		SERIES 4		SERIES 6 - 10%		SERIES 12 -20%	
	B&W	Colour	B&W	Colour	B&W	Colour	B&W	Colour
Full Page:	205.00 (240.87)	265.00 (311.37)	820.00 (963.50)	1060.00 (1245.50)	1107.00 (1300.72)	1431.00 (1681.42)	1968.00 (2312.40)	2544.00 (2989.20)
IFC	256.25 (301.09)	331.25 (389.21)	1025.00 (1204.37)	1325.00 (1556.87)	1383.75 (1625.90)	1788.75 (2101.78)	2460.00 (2890.50)	3180.00 (3736.50)
DPS	492.00 (578.10)	636.00 (747.30)						
Half Page:	106.00 (124.55)	160.00 (188.00)	424.00 (498.20)	640.00 (752.00)	572.40 (672.57)	864.00 (1015.20)	1017.60 (1195.68)	1536.00 (1804.80)
Quarter Page:	55.00 (64.63)	85.00 (99.88)	220.00 (258.50)	340.00 (399.50)	297.00 (348.98)	459.00 (539.33)	528.00 (620.40)	816.00 (958.80)
1/4 Front Cover		114.75 (134.83)		459.00 (539.33)		619.65 (728.09)		1101.60 (1294.38)
*Eighth Page:	28.00 (32.90)	45.00 (52.87)	112.00 (131.60)	180.00 (211.50)	151.20 (177.66)	243.00 (285.52)	268.80 (315.84)	432.00 (507.60)
1/8 Front Cover		60.75 (71.38)		243.00 (285.52)		328.05 (385.45)		583.20 (685.26)
*Sixteenth Page:	15.00 (17.62)	25.00 (29.37)	60.00 (70.50)	100.00 (107.50)	81.00 (95.17)	135.00 (158.62)	144.00 (169.20)	240.00 (282.00)

SITUATIONS VACANT: (MONO RATES)

***Minimum booking 4 x insertions**

Full Page: £220 (258.50) Half Page: £120 (141.00) Quarter Page: £65 (76.37) Eighth Page: £35 (41.13) Sixteenth Page: £20 (23.50)

All rates plus VAT and payable with order Agency Commission: 10% Cheques payable to: SW Focus • Most Credit/Debit Cards

4. PREFERRED PAYMENT METHOD

Single Payment on invoice

Cash

Debit/Credit Card

Company Charity No:

Initials of SWF Rep

5. VALUE OF ORDER

accepted

Total cost excluding VAT £

Agency Discount 10% (If applicable) £

Total Value excluding VAT £

VAT at 17.5% £

Total Value including VAT £