

ACCEPTANCE OF TERMS AND CONDITIONS

The placing of an order with The Hellesdon Handbook will be deemed to be an acceptance of these conditions by the Advertiser:

ACCEPTANCE OF ADVERTS

- On booking your adverts with us we will send you either by email or post a copy of your Booking Confirmation. You agree that your acceptance of these terms and conditions is implicit unless you advise us of your decision not to proceed with your booking within 7 days of the date of your booking confirmation or copy deadline for the first issue that your advert will appear in, whichever is the earlier.
- Your company must provide products or services to the residents and businesses of the Hellesdon area to advertise in The Hellesdon Handbook.
- The copy deadline for all advertisements and editorial features is around the middle of the month preceding the month of publication. Please check the dates. This may be earlier during holiday periods. It cannot be guaranteed that copy received after the deadline will be included in the requested publication), although everything will be done to accommodate late requests. In such instances clients will be asked to pay prior to the publications being printed. An invoice will be issued to the client to support any payments received.
- Any logos/images/photos supplied should be a minimum of 300dpi. No responsibility can be taken for the print quality of any image/logo/photo supplied at a lower resolution.
- Any adverts supplied in JPEG, PDF or any other pre-prepared format will be inserted into **The Hellesdon Handbook** as supplied and will be assumed not to require copy approval. These files should be supplied at a minimum of 300dpi. No responsibility can be taken for the print quality of any advert supplied at a lower resolution. These files may be re-sized to fit the appropriate space.
- **The Hellesdon Handbook** reserves the right to refuse advertisements which may be defamatory or offensive of which promote products that may be considered indecent or illegal.

COPYRIGHT

- All adverts are accepted by **The Hellesdon Handbook** on the understanding that they are copyright free. This includes any images, logos, photos, trade logos, clip art or any other content that is used in the advert
- It is the advertiser's responsibility to acquire any necessary permissions for the use of any images, logos, photos, trade logos, clip art or any other content that is used in their advert/editorial/article/any other content. We cannot accept ads which you do not have permission to copy, e.g. from a Yellow Pages advertisement
- By submitting any advertisement you are acknowledging you have copyright permission to use all elements in the magazine.
- Any advert/editorial/article/design which **The Hellesdon Handbook** has created cannot be used in another publication or advertising medium (e.g. website, newspaper) without the written approval of **The Hellesdon Handbook**.
- The copyright of adverts designed by The Hellesdon Handbook on The Client's behalf is owned solely by The Hellesdon Handbook A release fee will usually be payable to **The Hellesdon Handbook** if an advertiser wishes to re-use an advert/editorial/article/design in this way, in another advertising medium.
- The Hellesdon Handbook reserves the right to charge a fee of not more than £100 where permission is not obtained to use the advert in other publications.

COPY APPROVAL AND DESIGN

- If you have requested that your advert be designed by **The Hellesdon Handbook**, it is your responsibility to ensure that you give us the correct information about your business, i.e. contact details, prices, descriptions etc.
- There is a design fee for building of adverts and art work carried out by **The Hellesdon Handbook** on your behalf which will be agreed before any work is undertaken. We also have arranged a special rate for The Hellesdon Handbook advertisers with a noted Graphic Designer. Please ask for details
- It is the advertiser's responsibility to check the advert and ensure that it is correct at copy approval stage. No responsibility will be taken by **The Hellesdon Handbook** for any errors subsequently identified (i.e. after copy approval, and once the magazine has been printed).
- Advert designs (for first insertions) not approved by our deadline date will be invoiced in full, but not published.
- Whilst every effort is made to minimise errors in advertisements, mistakes do sometimes occur. Advertisers or their agents should therefore check their advertisements and inform us of any errors immediately. Responsibility cannot be accepted for more than one incorrect insertion. Typographical or minor changes which do not affect the value of the advertisement, do not qualify for republication or allowances.
- Whilst every care is taken when printing the magazines we cannot guarantee an exact colour match due to variations in print processes and that bookings are only accepted on this basis.

PAYMENT

- Advertising plans must be confirmed, either by an advertiser signing and returning the order confirmation form or by confirmation e-mail or letter.
- When you book your advert, you are agreeing to pay the current advert price by the due date. The due date is 7 days as per our invoicing terms and in no circumstances shall the advertiser be entitled to make any deduction or withhold payment for any reason at all
- Any adverts for which payment has not been received may not be published. In cases of overdue accounts we will exercise our statutory rights under the Late Payment of Commercial Debts (Interest) Act 1998. In this respect, interest at the rate of 3 per cent above base rate per 14 day period will be added, compounded in each 14 day period on any outstanding balance from the date of the invoice until the date of receipt of payment in full.
- Also, please be advised that, in accordance with European Directive 2000/35/EC, a debt recovery fee of £40 will be charged.
- Payments can be made either total amount up front, per issue, or at other intervals or if this is not suitable as agreed with the publisher in writing.
- Advertisement bookings in 3 or more issues may be paid by Standing Order and clients are advised that their advert will be printed in the magazine until such time as they notify **The Hellesdon Handbook** that they wish to cancel. Please advise us via your booking confirmation form if you wish to pay by Standing Order.

- Any discounts are offered on the strict understanding that accounts are paid by the due date. We reserve the right to invoice any such discounts to accounts which become overdue.
- Advertisement bookings for one issue only, must be paid for in full in advance of publication.
- Standing Orders must be set up so that payment is received by **The Hellesdon Handbook** on the 5th of the month.
- It is the advertiser's responsibility to inform **The Hellesdon Handbook** if they wish to stop running their advert. Notification of cancellation must be received by the copy deadline date in writing. Please see [CESSATION / CANCELLATION OF ADVERTS](#)
- If the advertiser cancels their standing order without telling **The Hellesdon Handbook** and the advert is published, the advertiser will be invoiced separately for the advertising cost. See [ADVERT RENEWALS](#)

SIXTEENTH AND EIGHTH PAGE (BUSINESS CARD SIZED) ADVERTISEMENTS.

- Sixteenth Page and Eighth Pages advertisements must be paid for up front. Where a booking is for three issues or longer, you will be invoiced every three issues.
- Prices are as quoted i.e. no additional discounts are available for the above adverts.

ADVERT RENEWALS

- An automatic renewal of advertisement bookings of 3 issues or more is in operation.
- We will write to you to remind you that your advert is due to be renewed, and will provide you with the date by which you will need to inform us, should you wish to cancel.
- Failure to notify of your wish not to renew by the due date will result in your advert being run for a further term equal to that of the previous term booked, and a new invoice issued, which you agree to pay in full.

CHANGES TO ADVERTS

- Any changes required to current adverts must be provided prior to our copy deadline date, otherwise we reserve the right to print a previously published advert, which you agree to pay for.
- If you wish to upgrade your advert to a larger size during your booking period, and we are able to accommodate your request, you will be sent an invoice to cover the increased cost and/or your Standing Order will need to be changed accordingly.
- Should you wish to downgrade your advert to a smaller size, you will receive a refund for any payment already made, less a £5.00 admin fee.

CESSATION / CANCELLATION OF ADVERTS

- If you have booked an advert for three issues or more and cease trading during this period, it is your responsibility to contact us to remove your advert. If you have paid in advance, you will receive a refund for the outstanding bookings, less an admin fee of £5.00
- If you book a series of adverts and have received a discount on the series of bookings, and subsequently cancel one or more issue's insertions, you agree that the discount on the whole booking will be lost for all of the adverts taken prior to cancellation as if the discount did not apply. A new invoice will be raised for the increased rate to include our admin fee of £5.00, which you agree to pay in full.
- If you have taken advantage of free editorial space as part of your booking and cancel your booking before the whole booking is fulfilled, a new invoice will be raised to include the cost of the free space, to include our admin fee of £5.00 which you agree to pay in full.
- All booking cancellations require a minimum of 3 days notice from copy deadline date. Failure to do so will result in a 50% cancellation fee applicable to the issue(s) you have withdrawn from.
- It is the advertiser's responsibility to inform **The Hellesdon Handbook** if they wish to stop running their advert. Notification of cancellation must be received within 3 days of copy deadline. If the advertiser cancels their standing order without telling **The Hellesdon Handbook** by post or email and the advert is published, the advertiser will be invoiced separately for the advertising cost.

CHANGES TO TERMS

- **The Hellesdon Handbook**, at all times, reserves the right to change the Terms and Conditions set out herein this document without prior written notice to any of its Clients and any subsequent changes will become applicable immediately.

PRIVACY POLICY

- **The Hellesdon Handbook** operates a closed policy on publicity and distribution of information and will not, at any time, divulge personal details, to include name, address, telephone number, account details or electronic mail address to any non-legal third party and will only divulge information to any legal establishment where it is deemed to be in the best interests and operation of **The Hellesdon Handbook**.

ACCREDITATIONS AND REGISTRATIONS

- The Hellesdon Handbook has a high regard for its readers who trust the magazine and is only too pleased to fulfil obligations as per Trading standards Requirements
- Advertisers must be legally entitled to use trade logos and/or make claims with regard to memberships, insurance, qualifications, accreditations within their advertisement/editorial/article/advertorial.
- No responsibility will be taken by The Hellesdon Handbook for any subsequent legal action taken either by a member of the public or Trading Standards as a result of any such false claims. This applies to advertisements printed in The Hellesdon Handbook which have either been supplied by the advertiser or designed at the advertiser's request by The Hellesdon Handbook and approved by the advertiser.
- Advertisers aiming to provide domestic care to the elderly, to the vulnerable or for children will required to confirm that they hold a current full CRB check and/or social services recommendation and/ or approval.
- Advertisers will be asked to certify the following in writing via e-mail or post

"I confirm that the advert is legal, decent honest and truthful. Any membership claims are true and I am authorised to use them"

OTHER

- We can make no guarantees that your advert will be successful; therefore we are unable to offer you a refund if you do not receive the expected response. We will make suggestions as to what can be done and help in any way possible. We want your advertisement to work for you. The cost of your advert covers the cost of printing and delivery to homes and businesses in the Hellesdon postcode area. For the greatest chance of success we recommend that you advertise for three or more issues. As the readers become familiar with your advertisement, they are more likely to remember you should they need your product or service at a later date.
- The distribution area may be altered at the publisher's discretion without prior warning.