

WN4 TERMS AND CONDITIONS

We will always do our best to fulfil your needs and meet your goals, but sometimes it is best to have a few simple things written down so that we know what is what, who should do what and what happens if stuff goes wrong. In these terms and conditions you won't find complicated legal terms or large passages of unreadable text. We have no desire to trick you into agreeing to something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

This agreement relates to the person, persons, business or company booking advertising space, or advertising event information in the WN4, referred to as "the advertiser" and the WN4 referred to as "the Local Link".

The booking of advertising space or the advertising of an event with the WN4 constitutes you having read, understood and agreeing to the following terms and conditions.

GENERAL

The Local Link has the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. However the Local Link can't be responsible for any delays or missed deadlines caused by something that they can't control - like an earthquake, flood, or power cuts (hopefully these won't actually happen).

The Local Link gratefully acknowledge the support of businesses whose adverts we publish and every care is taken to ensure the accuracy of all adverts and events published within the Local Link magazine. However the Local Link cannot accept responsibility or be held liable to the advertiser or any third party for damages, including lost profits, lost savings or other incidental, consequential, indirect or special damages arising out of the operation of or inability to operate the Local Link, even if the advertiser has advised us of the possibilities of such damages.

The Local Link cannot be held responsible for the views expressed by contributors or any advertisement content, including errors and omissions. The Local Link acceptance of advertisements does not imply that the Local Link in any way endorses companies, services or products that appear in the magazine. All advertisements and event information placed are accepted on the understanding that descriptions of goods and services offered are fair and accurate.

The Local Link makes no guarantee that your advertisement will be successful; therefore no refunds can be offered if the advertiser receives no response to adverts placed within the WN4 magazine.

ADVERTISEMENTS

The Local Link reserves the right to increase the advertisement rates at any time with immediate effect. If the advertiser requires any changes to their advert, it is the advertiser's responsibility to submit a new version of the advert to the Local Link by the published copy deadline date. The Local Link will endeavour to meet all the deadlines set but can't be responsible for a missed launch date or a deadline if the advertiser has been late in supplying artwork or has not approved, or signed off artwork on-time at any stage.

ARTWORK

If the advertiser requires artwork creation then the advertiser agrees to provide the Local Link with everything that the Local Link need to complete the project including text, images and other information as and when the Local Link need it and in the format that the Local Link ask for. The advertiser agrees to review the Local Links work, provide feedback and sign-off approval in a timely manner too. Deadlines work two ways and the advertiser will also be bound by any dates that the Local Link set together. The Local Link can't be liable for any additional costs that might incur and it may be that the Local Link have to charge the advertiser for their additional time.

DELIVERY

The Local Link will endeavour to deliver the whole quality of the Local Link magazine every two months. However the Local Link can't guarantee to deliver to every single house, home or business in an area and can't be held responsible for any shortfall that may occur due to circumstances beyond the Local Links control.

PAYMENT

Debit Card, BACS, Cash, or Personal Cheque with Bankers Card are all acceptable methods of payment. Our terms are payment in full within fourteen days of advert sign-up, or prior to the published copy deadline date. Whichever date is sooner. All bookings will remain provisional until full payment has been received and deposits are none refundable.

We reserve the right to seek recovery of any monies remaining unpaid thirty days from the date of invoice via collection agencies and/or through the Small Claims Court in the event that the outstanding balance does not exceed £3,000. In such circumstances, the advertiser shall be liable for any and all additional administrative and/or court costs. All returned cheques will incur a £40 charge to cover banking fees and administrative costs. In an instance of a second returned cheque, we reserve the right to terminate the

arrangements and, if agreed to, we shall insist on future cash transactions only. Consequently, all advertisements and agreements entered into will cease with immediate effect until such time as any outstanding monies are recovered in full.

CANCELLATION

The Local Link requires a minimum 48 hours notice of cancellation prior to the published copy deadline date. Notification for instance, in person, via email or by phone will be accepted subject to confirmation in writing. If notice of cancellation is given after the published copy deadline date then the Local Link will make every effort to re-sell the advertisers allocated space. If the Local Link can not re-sell the advertisers allocated space then the advertiser will be liable to pay for the advert in full. The Local Link reserve the right to levy a £40 charge to cover any subsequent administration expenses.

DEPOSITS

A deposit of £20 is required to secure any one standard advertising space (1/4, 1/2, or Full page) in the Local Link. A deposit of £40 is required to secure any one cover in the Local Link (Back, Inside or Centre page). Any deposits made by advertisers will be forfeit if notice of cancellation is not made 48 hours prior to the published copy deadline date. Notification for instance, in person, via email or by phone will be accepted subject to confirmation in writing.

NOTIFICATION OF CHANGES

The Local Link reserve the right to change these conditions from time to time as it sees fit and the advertisers continued use of advertising space will signify their acceptance of any adjustments to these terms and conditions.

LEGAL STUFF

Even with the best will in the world, sometimes things do go wrong. In such cases, like most businesses do, the Local Link have to limit their liability to the total amount the advertiser is paying, even if it's for something that we've done that breaches this agreement. Doing this allows the Local Link to keep prices realistic.

The Local Link will do its best to maintain the confidentiality of any information that the advertiser gives and which they tell us is confidential, and the Local Link will treat it the same way as it would look after its own confidential information.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.