

Bird Table

The BTO Magazine for Garden BirdWatchers

TERMS & CONDITIONS

All orders for insertion of advertisements/inserts are accepted subject to the following conditions.

1. Interpretation

- a. All advertisement/insert orders are subject to acceptance in writing by BTO Services Ltd ('the Publisher') and are subject to the Terms and Conditions set out below. In these Terms and Conditions the term 'the Advertiser' shall mean the party who books the advertising space and is responsible for payment.
- b. All advertisements are subject to the approval of the Publisher.
- c. It is the responsibility of the Advertiser to ensure that advertisements conform with the British Code of Advertising, Sales Promotion and Direct Marketing administered by the Advertising Standards Authority, and that they do not infringe the intellectual property rights of any third party, or contravene any British law.
- d. The right to refuse or omit any advertisement is reserved by the Publisher.
- e. The placing of an order and/or submission of copy implies acceptance of these conditions by the Advertiser.
- f. No liability is accepted by the Publisher should advertisements not appear in the requested issue/s.
- g. The Advertiser agrees to indemnify the Publisher against all or any claims arising from the advertisement.

2. Copy

- a. While the Publisher will take every care to ensure accuracy, no liability can be accepted for loss or damage resulting from errors.
- b. Proofs are not supplied unless specifically requested where copy is supplied prior to the relevant deadline.
- c. Responsibility cannot be accepted for inferior reproduction where incorrect artwork is supplied; full mechanical specification is available upon request.
- d. Photographs, artwork and separations produced at the Advertiser's request will be charged to the Advertiser.
- e. All Advertiser's property is held by the Publisher at the Advertiser's risk, with no responsibility for loss or damage of whatever cause accepted.
- f. The right is reserved to charge the full amount for any advertisement not published or incorrectly published as a result of late or non-delivery of copy.
- g. Complaints regarding reproduction or accuracy of advertisements must be received in writing within one calendar month of the publication date.

3. Series Bookings

- a. The full rate card/higher series rate is payable by the Advertiser in the event of a series booking being cancelled or shortened. The cancellation surcharge to card rate will apply irrespective of any previous negotiated discount.
- b. Previous advertisements will be repeated should the Publisher not receive new instructions prior to the deadline.
- c. Series bookings cancelled by the Publisher as a result of late payment shall also be liable to the above cancellation surcharge.
- d. Cancellation of an existing booking by the Advertiser must be received in writing in no less than four weeks prior to the copy date.

4. Accounts

- a. Credit accounts are strictly net, payable within thirty days from the date of the Publisher's invoice.
- b. 2.5% interest per month will be payable by the Advertiser on any account remaining unpaid after thirty days.
- c. Where credit account facilities have not been agreed, pre-payment must be received fourteen days prior to the deadline.



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