

Advertiser Details

Advertising contract between **Otago Polytechnic Students' Association, The Publisher,** and
(organisation name) _____, **The Advertiser,**
represented by (staff contact name) _____
(address) _____ (e-mail) _____
_____ (phone) _____ (fax) _____

Publication

For issue No. _____ Publication date: _____ (see rates card for issue no. and dates)
Name of ad: _____

A SEPARATE CONTRACT MUST BE FILLED OUT FOR EACH ADVERT

Advert Specifications

Size: Full page
 Half page
 Third page
 Quarter page
 Strip

Colour: Full Colour, or
 Black & White

Orientation: Landscape, or
 Portrait

Back-cover Web-site add-on

Copy is: to be supplied Camera Ready (to be supplied to OPSA by *7 days before publication*), or
 to be designed by Gyro* (full info & art-work to be supplied by *14 days before publication*), or

Technical: Supplied ads should be at 300 dpi, in a .tif, .eps, .pdf, .jpg or Photoshop file format with CMYK colour.
Digital copy can be e-mailed to mbaxter@tekotago.ac.nz, or posted to PO Box 5381, Dunedin on CD/DVD/Zip-Disk.

Contract Details

1. The Publisher reserves the right to refuse or omit publication of any advertising material deemed in their opinion to be unsuitable or illegal.
2. In the event of wrongly sized copy or technically unsuitable 'Camera Ready' originals being supplied to the Publisher, the Publisher shall, at its discretion, alter the size, or perform whatever corrections may be necessary to make copy fit Gyro's technical specifications, or reject the copy as unsuitable, in which case the Advertiser shall bear the cost of supplying correct copy. Corrections to 'Camera Ready' material taking greater than one hour to perform may incur a \$22 per hour cost to the Advertiser (after consultation with the Advertiser if possible).
3. *Gyro will design simple advertisements at no extra charge to the advertiser. Ads taking more than two hours to design will be charged at \$22 per hour (after consultation with the Advertiser if possible).
4. Cancellation of contract must be delivered in writing to OPSA (PO Box, 5381, Dunedin) seven days before publication. Failing such notification a 40% (of total charged) cancellation fee may be incurred. Cancellation after Gyro has gone to print is not possible.
5. The Publisher shall endeavour to publish the advertisement in accord with instructions given. In event of any fault in the advertisement the Publisher shall not be held liable unless its negligence is first established. In no event shall the Publisher's liability exceed the cost of the advertisement.
6. The Advertiser agrees to hold indemnified the Publisher and its subsidiaries against any litigation or civil action howsoever arising as a consequence of the publication of any advertisement.
7. The Advertiser agrees to pay the amount in full to the Otago Polytechnic Students' Association (PO Box, 5381, Dunedin) on or before the due date (the 20th day of the calendar month following publication). In default of such payment, the Advertiser undertakes to pay late fees of 3% per month on any account outstanding and to indemnify OPSA and pay all costs and expenses on a solicitor and own client basis if legal action is necessary, and debt collector's fees, which OPSA may incur in recovering from the Advertiser an overdue amount.

Agreement and Payment

Date _____ **THIS SALE TOTAL \$** _____ (excludes GST)

Invoice to: (address) _____

(reference no.) _____

Signed: _____ (for OPSA)

_____ (for the Advertiser)