

**KIDS DIRECT LTD
CONDITIONS OF ACCEPTANCE**

In these conditions, the term 'Advertiser' shall mean the party who books the advertising space and is responsible for payment. The 'Publisher' is Kids Direct LTD

1. The **PUBLISHER** reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to them at their absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising.
2. The **PUBLISHER** will not be liable for any loss or damage consequential or otherwise by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
3. The **PUBLISHER** reserves the right to increase advertisement rates at any time or to amend the terms of contract without surcharge.
4. Where the **ADVERTISER** has undertaken to supply copy the **PUBLISHER** reserves the right to charge the rate agreed for the insertion if **COPY** fails to arrive at the agreed time and place for insertion.
5. The **PUBLISHERS** terms of payment:
Payment is due by copy date for pre-settlement discount to be taken
Otherwise **FULL** payment is due by publication date except for first time advertisers who **MUST** pay by copy date.
6. The **PUBLISHER** reserves the right to invoice the advertisers who take the pre-settlement discount after copy date, for the amount that is underpaid.
7. Copy must be supplied by the copy date. In the event of copy not being received by the stipulated copy date, the **PUBLISHER** reserves the right to publish the most recently supplied previous copy.
8. Provided copy is received by the stipulated copy date, except in the case of repeat advertisements, the **PUBLISHER** will endeavour to provide proofs. It is the **ADVERTISERS** responsibility to check proofs and provide approval/amendments within 48 hours of receipt of said proofs.
9. The **ADVERTISER** shall be responsible for the insurance of all photographs, discs etc. and other material delivered to the **PUBLISHER** and the **PUBLISHER** cannot accept any liability for any loss or damage thereof.
10. The **PUBLISHER** will endeavour to contact the **ADVERTISER** prior to each edition for any amendments but it is the **ADVERTISERS** responsibility to get amendments to the **PUBLISHER** by copy date.
11. The **PUBLISHER** will make any minor amendments to advertising free of charge but a major overhaul of an advert will incur a typesetting fee.
12. The **ADVERTISER** must inform the **PUBLISHER** in writing, 21 days prior to publication that he or she wishes to withdraw their advertising otherwise **FULL** payment is due and no refund will be given. The **PUBLISHER** will acknowledge the **ADVERTISERS** withdrawal in writing by return.