



NEW ZEALAND

# radiator magazine

## ADVERTISING ORDER FORM/CONTRACT

### Company Particulars

Company name: .....	Date: .....
Address: .....	Order No: .....
.....	
Email:.....	

Production Contact: ..... Phone: ..... Email:.....

Accounts Contact: ..... Fax: ..... Email:.....

### Advertising Details

Advertisement size: ..... Depth/Width: .....

<input type="checkbox"/> Display Advert: .....	<input type="checkbox"/> No. of issues:      Months required: .....
<input type="checkbox"/> Motoring Market Place (MMP): .....	<input type="checkbox"/> Insert:..... <input type="checkbox"/> One year (11 issues)

Space Rate      \$.....	Special Instructions: .....
Other            \$.....	
Plus GST        \$.....	
<b>Total</b> \$.....	



## Material - Art Work

- Client to supply embedded PDF complete with hardcopy
- Client to supply - MTA to complete (additional charge)
- Agency to supply embedded PDF complete with hardcopy

## Preferred Positioning/Target Market

*(Please tick the section in which you would prefer your advertisement to be placed)*

If there is no advertising space available this section the placement of the advertisement will be at the discretion of the MTA. Inclusion of these sections is dependent upon sufficient editorial being received - all editorial submissions from advertisers will be considered.

- |   |   |
|---|---|
| <input type="checkbox"/> Product News                           | <input type="checkbox"/> Motoring Marketplace |
| <input type="checkbox"/> MTA Branch News and Views              | <input type="checkbox"/> Training             |
| <input type="checkbox"/> Legal Issues                           | <input type="checkbox"/> Industry News        |
| <input type="checkbox"/> Service Station/Convenience Store News | <input type="checkbox"/> TechnicalData        |
| <input type="checkbox"/> Auto Electrical                        | <input type="checkbox"/> Repairers            |
| <input type="checkbox"/> 'SHIFT' supplement - Dealer News       | <input type="checkbox"/> Business Management  |
| <input type="checkbox"/> Air Conditioning                       | <input type="checkbox"/> Employment Issues    |
| <input type="checkbox"/> Other (please State)                   |   |

Authorised by: *(please print)* .....

Title: ..... Member no: .....

Company: .....

Signature: ..... Email: .....

## Terms and Conditions of Contract

- 1 The Advertising Order when duly signed by the advertiser forms a contract between the Motor Trade Association (MTA) and the advertiser for the supply of the advertisement or advertisements on the following terms and conditions.
- 2 Advertising orders are accepted by MTA for a maximum period of 12 months from the date of commencement.
- 3 The MTA reserves the right to refuse or omit publication of any advertisement. Omission or rejection of an advertisement does not invalidate a space order.
- 4 The rate referred to in the Rate Card or Advertising Order is based on the advertiser supplying artwork. The MTA may charge for any additional work made necessary by error or omission by the advertiser.
- 5 The Advertiser warrants that the Advertising Order has been completed and executed by a person having the authority of the Advertiser, and agrees to pay the price shown unless MTA is notified within five (5) working days of the date of this order.
- 6 The price shown on this order and any price in any additional invoice for production costs shall be due and payable by the Advertiser not later than the 20th of the month in which the advertisement is published.
- 7 Any Advertiser who cancels their advertisement within 30 days prior to the materials deadline will incur a 25% penalty charge for space booked.
- 8 If MTA does not receive necessary advertisement particulars or material and the contract has not been cancelled by the Advertiser then MTA may absolutely at its discretion and without obligation or liability for failure to do so -
  - 8.1 Publish a repeat of any previous advertisement of the Advertiser in an MTA publication making such amendments, if any, as MTA considers appropriate or necessary; of
  - 8.2 Publish advertisement prepared from received advertisement particulars; or
  - 8.3 Cancel the advertisement; and
  - 8.4 In each case charge the Advertiser for any costs incurred.
- 9 Unless a preferred position is specified and available, and payment or appropriate loading undertaken the placement of an advertisement shall be at the discretion of MTA
- 10 MTA will endeavour to print the publication and the advertisement in accurate and acceptable form to the Advertiser but accepts no responsibility for any errors or omissions in the publication and the advertisement or the consequences thereof.
- 11 Any expense incurred following copy deadline in endeavouring to secure material shall be recoverable from the advertiser or agency.
- 12 If payment of the account is not received by the due date the debtor will be treated as an overdue debtor and MTA will institute proceedings to recover the debts. It is a condition of sale that the debtor agrees to reimburse the MTA, all legal and other expenses incurred in recovering the overdue debt. Overdue debts will incur an interest penalty of 10% p.a.