

Terms and Conditions

1. CONTROVERSIAL SUBJECTS

The publisher reserves the right to alter advertising copy, with or without reference to advertisers, to ensure that the newspaper is not exposed to legal action defending publication of material prepared by other parties.

2. ELECTION ADVERTISEMENTS

Federal Election advertisements by law require the word 'ADVERTISEMENT' in 10pt type at the top and an authorisation at the base of each advertisement.

W.A. State and Local Government Elections advertisements require an authorisation at the base only.

3. EDITORIAL STYLE ADVERTISEMENTS

Advertisements which are considered to resemble editorial style will be subject to amendment or alteration without prior notice and such advertisements must be clearly identified by use of the word 'ADVERTISEMENT' above the copy headline.

4. ERROR CLAIMS

• Display Advertisements:

Production and placement claims must be made within 48 hours of publication. Account claims must be made within 7 days of receipt of account.

• Classified Advertisements:

Errors which in the opinion of the publisher clearly lessen the value of the

advertisement must be notified prior to the classification deadline on the first day the error is made and appropriate proportionate compensation will be credited.

Production claims must be in writing to the Advertising Administration Manager.

Include tear sheet (full-page) from newspaper plus front and back page of edition in question.

Account claims must be made within 30 days from the end of the month in which the advertisement was published.

Claims outside these periods will not be considered.

Phone Customer Service on 9482 2555.

5. RIGHT OF REFUSAL TO PUBLISH

The publisher has the right to refuse to publish or republish any advertisement without giving any reason.

• Reproduction Enquiries:

All enquiries relating to production must be in writing and sent to the Advertising Administration Manager with a sample newspaper including the cover sheet within 5 working days of publication. Phone 9482 3506 for enquiries.

6. CANCELLATIONS

- Cancellations will be accepted 48 hours prior to publication for run of paper advertisements and 7 days prior for specified pages or positions.

All cancellations must be confirmed in writing before publication date and no subsequent claim will be considered unless this condition has been fulfilled.

7. TRADE PRACTICES

The Federal Trade Practices Act and the W.A. Trade Description and False Advertisements Act prohibit false or misleading advertisements.

In addition, Part V of the Trade Practices Act contains a number of specific prohibitions affecting advertisements.

Advertisers should refer to the Consumer Protection Advertising Guidelines (Information Circular No.10) published by the Trade Practices Commission. Legal advice should be sought in case of doubt.

8. ORDERS AND CONDITIONS

Orders are effective for a maximum of 12 months from the date of the order and not the date of the first insertion.

Rebate or surcharge as necessary may be made according to the space used.

All orders are subject to variation as to the rate payable and space available.

The newspaper reserves the right to cancel any order on which advertising is not inserted one month from the date of commencement.

An order may be back dated not more than one calendar month for the purpose of obtaining a lower rate.

The management reserves the right in its absolute discretion:

- (a) to alter or to refuse to publish or re-publish any advertisement.
- (b) to withhold any advertisement.
- (c) to postpone or advance the day of insertion.
- (d) to insert the advertisement in any position even though the position has been specially arranged or the position may be on the same page or next to that of a competitive advertisement.

NOTE: No responsibility will be accepted for incorrect loading charges or incorrect bookings if confirmations are not received prior to the date the ad appears.

9. OTHER LEGISLATION

Advertisers are advised to submit to their legal advisers, advertisements relating to competitions which may infringe legislation such as the Lotteries Act and prospectuses relating to the issue of shares, debentures, etc., which must comply with the Companies Act.

Copy for advertisements which are subject to the Companies Act must be accompanied by a certificate* signed by two directors of the company advertising.

*Blank certificate forms available on request.

ADVERTISING Code of Practice

As a Member of the Australian Publishers' Bureau we fully support the Bureau's Advertising Code of Practice. In accordance with our belief that the maintenance of high standards of advertising builds character and good business we will, at all times, and to the best of our ability, only publish advertisements which:

1. Comply with Commonwealth law and the law of the relevant State or Territory.
2. Do not encourage breaches of Commonwealth law or the law of the relevant State or Territory.
3. Are truthful and not misleading or deceptive.
4. Are clearly distinguishable as advertisements.
5. Do not disparage identifiable products, services or competitors in an unfair or misleading way.
6. Do not contain anything which, taking into full account both the nature of the specific readership and generally prevailing community standards, is likely to cause serious offence to the community or a significant section of the community.

The West Australian

