



What's What!
MAGAZINE

ORDER CONFIRMATION

Magazine advertising

Campaign starts						Campaign ends				
Advert size	1/16	1/8	1/4	1/2	Full	Back cover	DPS	IFC	IBC	DPS (4&5)
Edition 1										
Edition 2										
Edition 3										
Edition 4										
Edition 5										
Edition 6										

Leaflet distribution (please note that payment for leaflet distribution must be paid in full to secure your booking)

area 1	area 2	area 3	area 4	Total area
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Advert production

Producing own advert <small>(MUST be supplied in digital format)</small>	Require advert design <small>(additional costs apply)</small>
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Notes

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Cost

Magazine campaign		Total	
Design		VAT @ 20%	
Leaflets		Total (inc VAT)	

Preferred payment method

BACS	Direct Debit	Cheque <small>(payable to M C Marketing Ltd)</small>
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Your details

Business name	
Contact	Tel no.
Address	
	Postcode
Email	

Account contact (if different from above)

Name	Tel no.
Address	
	Postcode
Email	

I have read and understood the terms and conditions on page 2 of this form	
Signature	Date

Woodfield Cottage, St Mary's Lane,
Much Wenlock TF13 6HD

01952 728162

leanne@whatswhatmagazine.co.uk
whatswhatmagazine.co.uk

Published by MC Marketing Ltd.
Registration No. 5491097



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TERMS & CONDITIONS

1. Copy for your advertisement should be sent before the copy deadline date. If you have requested that your ad be designed by us, it is your responsibility to ensure that you give us the correct information about your business, i.e. contact details, prices, descriptions etc. prior to the copy deadline and you must proof-check your advert by the deadline date.
2. Advertisements submitted to us should be in one of the following formats: PDF, JPEG, TIFF or EPS, with a minimum of 300 DPI resolution. They may be submitted by E-mail to leanne@whatswhatmagazine.co.uk.
3. We take no responsibility for the content of your advert. It is your responsibility to ensure that your advert is legal and copyright free. We cannot accept adverts which you do not have permission to copy, e.g. from another publication.
4. If you wish to use your advert in another publication you will be required to ask the permission of What's What Magazine and you may incur a charge to cover licensing fees.
5. There is a design fee for professional design of adverts carried out by What's What Magazine as per the rate card.
6. We reserve the right to refuse advertisements which may be defamatory or offensive or which promote products that may be considered offensive.
7. We can make no guarantees that your advert will be successful; therefore we are unable to offer you a refund if you receive no response. The cost of your advert covers the cost of printing. For the best chance of success, we recommend that you advertise for three or more issues. As our readers become familiar with your advert, they are more likely to remember you, should they need your product or service at a later date.
8. When you book your advert, you are agreeing to pay the current advert price by the due date. The due date is either the copy deadline date or the date stated on your invoice. If payments are not made within these terms we reserve the right to re invoice you at the full rates prior to discount.
9. In cases of overdue accounts, we will exercise our statutory rights under the late Payment of Commercial Debts (Interest) Act 1998. In this respect, interest at the rate of 3% above base rate per 14-day period will be added, compounded in each 14-day period on any outstanding balance from the date of the invoice until the date of receipt of payment in full. Also, please be advised that, in accordance with the European Directive 2000/35/EC, a debt recovery fee of £40 will be charged.
10. If you wish to cancel your booking you must do so 28 days in advance of the copy deadline. If you have received discounts for a package deal then we will re invoice you the difference for the length of booking you have taken i.e. if you booked a 12 month package and cancel after 6 months then we will invoice you the difference between the 6 month and 12 month package deal.

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