

Advertiser Details

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

Publication

For 2012 OPSA Student ID Card
Advertising will appear on the reverse side of all 2012 OPSA student ID Cards.

Advert Specifications

Size: **Quarter - \$650** 560 mm squared 40mm wide by 14mm high **Third - \$900** 750 mm squared 25mm wide by 30mm high **Half - \$1600** 1200 mm squared 40mm wide by 30mm high **Exclusive - \$3000** 2400 mm squared 80mm wide by 30mm high

OPSA will endeavour not to sell space to conflicting advertisers (eg two taxi companies), but this can not be guaranteed.

Black is provided free, each additional colour costs:

Extra colours: Red - \$550 Dark Blue - \$550 Gold foil - \$POA Green - \$550 Silver foil - \$POA

Technical: Logos, etc, and all necessary design information/specifications must be supplied to OPSA by 20 December November 2011, contact: mark.baxter@op.ac.nz.

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. OPSA will design a simple advertisement at no extra charge to the advertiser. A brief description of the ad, all necessary information to be included in the ad (eg contact details, address, etc) and all necessary artwork (eg logo) must be supplied by the advertiser on or before 20 December 2011.
3. In the event technically unsuitable material being supplied to the Publisher, the Publisher shall, at its discretion, perform whatever corrections may be necessary to make copy fit OPSA's technical specifications, or reject the copy as unsuitable, in which case the Advertiser shall bear the cost of supplying correct copy.
3. Cancellation of contract must delivered in writing to OPSA (PO Box, 5381, Dunedin) by 20 December, 2011. Failing such notification a 40% (of total charged) cancellation fee may be incurred if a replacement advertiser can not be found. Cancellation is not possible after the cards are printed.
4. 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.
5. The Advertiser agrees to hold indemnified the Publisher against any litigation, civil action or other claim howsoever arising as a consequence of the publication of any advertisement.
6. 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 (20th March 2012). Installments over six months can be arranged if necessary. 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 any collection 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)