

Gyro 'Zine Advertising Booking Form & Contract

PO Box 5381, Dunedin
tel/fax (03) 477-6974
www.opsa.org.nz/advertise

Advertiser Details

Advertising contract between **Otago Polytechnic Students' Association, *The Publisher,*** and
(organisation name) _____, ***The Advertiser,***
represented by (staff contact name) _____
Address _____ E-mail _____
Phone _____ Fax _____

Publication

Gyro 'Zine (printed and digital issues) issue number/s: _____

Advert Specifications

Black & White, or
 Full Colour

Preferred Location:

(add \$30 for a preferred location, \$50 for Backcover)

Full page, or
 Half page (portrait), or
 Half Page (landscape), or
 Quarter page

Copy is: to be supplied Camera Ready to Gyro (10am Wednesday before publication), or
 to be designed by Gyro (full specs & art-work to be supplied by 14 days before publication)

Technical: Supplied ads should be at 300 dpi, in a .tif, .eps, .pdf, or Photoshop file format with Grayscale (B&W ads) or CMYK (Colour). Digital copy can be e-mailed to teched@gyro.org.nz (with the name of the advertiser, and the issue date).

Contract Detail

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. In the event of wrongly sized copy or technically unsuitable 'Camera Ready' originals being supplied to the Publisher, the Publisher shall, at its discretion, alter the size, or perform whatever corrections may be necessary to make copy fit Gyro's technical specifications, or reject the copy as unsuitable, in which case the Advertiser shall bear the cost of supplying correct copy. Corrections to 'Camera Ready' material taking greater than one hour to perform may incur a \$22 per hour cost to the Advertiser (after consultation with the Advertiser if possible).
3. Gyro will design simple advertisements at no extra charge to the advertiser. Ads taking more than two hours to design will be charged at \$22 per hour (after consultation with the Advertiser if possible).
4. It is the Advertiser's responsibility to meet deadlines as set out on the Rates Card (or at www.opsa.org.nz/advertiseGYRO.php). Gyro will work to facilitate late material, but failure to meet deadline will be charged for (unless alternative advertising is found by Gyro).
5. Cancellation of contract must be delivered in writing to OPSA (PO Box, 5381, Dunedin) seven days before publication. Failing such notification a 40% (of total charged) cancellation fee may be incurred. Cancellation after Gyro has gone to print is not possible.
6. 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.
7. The Advertiser agrees without reservation to hold indemnified the Publisher, its subsidiaries, and employees against any litigation or civil action howsoever arising as a consequence of the publication of any advertisement.
8. 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 (the 20th day of the calendar month following initial publication). 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 debt collector's fees, which OPSA may incur in recovering from the Advertiser an overdue amount.
9. The advertiser has no editorial control or direction over the publication's content.

Agreement & Payment

Date _____ **THIS SALE TOTAL \$** _____ (excludes GST)

Invoice to: (address) _____

Signed: (for OPSA) (for the Advertiser)