

Isle of Man Post Office Postcode Directory 2011 Advertising Booking Form

Please complete and return before 5pm Friday 10th September 2010.

Company:	
Contact:	
Invoicing Address:	
	Post Code:
Telephone:	Fax:
Email:	Web:
Date:	

Advertisement Prices

Advertisement Size:	Qty	Total Price		Qty	Total Price
Outside back cover £6,000	<input type="text"/>	£ <input type="text"/>	Inside front cover £3,000	<input type="text"/>	£ <input type="text"/>
Inside back cover £3,000	<input type="text"/>	<input type="text"/>	Full page £1,500	<input type="text"/>	£ <input type="text"/>
Half page £850	<input type="text"/>	<input type="text"/>	Quarter Page £425	<input type="text"/>	£ <input type="text"/>
Strip ads (intro pages) £250	<input type="text"/>	<input type="text"/>	Strip ads (directory pages) £100	<input type="text"/>	£ <input type="text"/>
Enhanced entries £50	<input type="text"/>	£ <input type="text"/>			

Prime spots available on first-come, first-served basis. All prices +VAT

Copy supplied in-house Artwork Service required

Copy supplied by Agency (Please supply contact details).....
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Additional Information:

Confirmation of Order

After reading the terms and conditions overleaf (an enlarged version can be downloaded from our website) please sign and return to Sue Dainton, Isle of Man Advertising Bureau, 13 St George's Street, Douglas, ISLE OF MAN IM1 1AJ. Fax: (01624) 663823 Email: sue@isleofmanadvertising.com

Signed:
Please Print Name:
Date:

Please check that all details are correct at time of signing

General Terms & Conditions

1. Right To Advertise

- a. Isle of Man Post Office reserves the right to close the Directory for advertisement space bookings before the stated date should all available space be allocated.
- b. Isle of Man Post Office reserves the right to accept or refuse an application to advertise and such a decision is not subject to appeal.
- c. Isle of Man Post Office does not guarantee inclusion of any advert in the Directory or availability of space.
- d. No sub-letting of any advertisement space is permitted.

2. Production

The Customer is responsible for design and production of approved display material for the advertising space. An artwork service is available if required, at an extra cost.

3. Financial

- a. Isle of Man Advertising & PR will collect the agreed payment from the advertiser on behalf of Isle of Man Post Office. Payment is due 30 days from the date of invoice.
- b. No Agency commission will be paid by the Publishers in respect of space ordered by an agency on behalf of its client.

4. Withdrawal from Contract

- a. Providing the cancellation is received prior to 10 September 2010, any payments made by the advertiser will be refunded. Cancellation of an advert must be put in writing to Isle of Man Advertising & PR by Recorded Delivery.
- b. No refunds will be made for cancellations received after Friday 10 September 2010.

5. Advertisement Content

- a. Isle of Man Post Office reserves the right to reject any material which they judge to be misleading or incorrect. The decision is final. Misleading advertisements are the sole responsibility of the advertiser.

6. Advertisement Copy

- a. Copy for adverts including all text, photographic material, illustrations, and artwork for the space ordered must be received by Isle of Man Advertising & PR on or before 8 October 2010.
- b. All advertisements (excluding full page ads) will be incorporated in accordance with standard layouts. Whilst every effort will be made to accommodate specific instructions, the advertiser must accept the final layout as produced.

7. Final Artwork

- a. Preferred method of supply, high resolution, press optimised CMYK pdf, all fonts must be embedded and all images converted to cmyk.
- b. We can also accept Apple Quark files (6.5) but please ensure that all supporting files (ie fonts and images) are also supplied where applicable. Other file types may be acceptable but may incur additional production costs.
- c. Application files must be supplied with all supporting files, fonts (screen & printer – for Apple Mac), images etc. IT IS THE RESPONSIBILITY OF THE SENDER TO ENSURE THAT ALL ELEMENTS ARE INCLUDED.
- d. All images must be in high resolution to a minimum of 300 dpi at the final dimension to be used.
- e. All colour must be CMYK, NOT RGB or Pantone or spot.
- f. DO NOT JPEG or compress any images within the file
- g. Application generated postscript or EPS files – Fonts must be embedded or outlined. All colour must be CMYK and all images must be to the correct size and resolution.
- h. TrueType fonts should be avoided.
- i. Advertisers wishing to submit artwork must state the fact clearly on the Advertisement Booking Form which must be submitted to Isle of Man Advertising & PR on or before

10 September 2010. The full name, address and contact of the Studio/Agency producing the artwork must be clearly detailed. This must be provided in writing together with the Order Form.

- j. Isle of Man Post Office reserves the right to charge the Agent or Studio, in full, for the space should any artwork not be in the hands of Isle of Man Advertising & PR by 8 October 2010. Isle of Man Post Office also reserves the right to make a charge when a Quark/EPS/pdf file is supplied incorrect, in these cases the advertiser will be advised of the cost in writing.
- k. Those advertisers providing their artwork by email must submit a full colour proof of their advertisement by Recorded Delivery to Isle of Man Advertising & PR for colour representation. Neither Isle of Man Post Office nor Isle of Man Advertising & PR can be held responsible for colour or text missing from advertisements where an advertiser/agent fails to provide a full colour proof for checking.
- l. Digital artwork will be deemed correct at the time of receipt. Amendments to copy can only be made by special arrangement with Isle of Man Post Office and Isle of Man Advertising & PR and will be subject to a charge for the costs of work involved.
- m. Isle of Man Post Office and Isle of Man Advertising & PR do not guarantee that the colour saturation of artwork reproduced in the Directory will match that contained in the proof and/or final proof.
- n. All Advertisers will be sent a printed copy when published. Any complaints will be investigated but will not prevent the distribution of the Directory.

8. Artwork Service

- a. Proofs are supplied to enable the advertiser to correct errors and omissions to copy as originally supplied.
- b. Alterations, additions or deletions to the original copy supplied will be deemed author's corrections and will be charged at the rate of £40 per hour. For amended artwork there will be a further proof supplied. The advertiser must accept that Isle of Man Post Office and Isle of Man Advertising & PR have no liability for subsequent errors or omissions even in these cases.
- c. A proof of each advertisement will be sent to the email address on the Order Form unless the Publisher has in writing clear written instructions to the contrary.
- d. Amended proofs must be returned within seven days to Isle of Man Advertising & PR. Amendments must be clearly marked. It is essential that all proofs returned are accompanied by the form authorising procedure to print.
- e. Adverts for which proofs are not returned within the specified time will be deemed to be correct. No liability will be accepted by the Isle of Man Post Office and Isle of Man Advertising & PR for any errors or omissions.
- f. Advertisers will receive a final proof of their advertisement to sign off by 8 October 2010. Isle of Man Post Office and Isle of Man Advertising & PR reserve the right to change this date should they so wish. All advertisers must check their final proof and must also return their final proof duly signed off to Isle of Man Advertising & PR within 5 working days. Isle of Man Post Office and Isle of Man Advertising & PR cannot be held responsible for any errors in advertisements after this stage where an advertiser fails to correctly check their final proof.

9. Applicable law and jurisdiction

- a. These conditions are subject to Manx law and laws applicable to the Isle of Man and any disputes thereof are subject to the jurisdiction of the Courts in the Isle of Man.