

# Redgum Reports

## 2025 Advertising Contract

To secure your advertising in this years publication of the Redgum Reports, please fill in the details below. Once confirmed Redgum Reports will send you a copy of your ad, the size and publication dates requested and any other requirements. Please sign the sheet and send back to confirm your ad booking.

Organisational / Business Name:.....ABN:.....

Contact Person Full Name: .....

Contact Person Phone:..... Mobile:.....

Contact Persons Position:.....

Business Address:..... Town:..... State:..... Postcode:.....

Postal Address:..... Town:..... State:..... Postcode:.....

Email Address:.....

Website: www.....

Business Phone:..... Mobile:.....

Services Offered: (used for Trade Listings etc).....

I have read and understand the attached Terms and Conditions. Sign Here: .....

### Advertising - please tick one only per booking

- Annual (published in all 23 Issues in 2025)
- Casual (published in seasonal or one off occasions)
- Local Club and Local Community Organisation

( Local Organisations that are located in Badgingarra or Dandaragan Region)

**Advertising Size and Colour - please tick what you would like to book in. Refer to sizes and cost on the Rates Sheet.**

Size/ Colour	Colour	B/W
DPS - Horizontal		
Full Page - Vertical		
Half Page - Horizontal		
Single Column - Vertical		
A4 Banner - Horizontal		
Quarter Page - Vertical		
Eighth Page - Horizontal		
Trade / Notice - Horizontal (Three lines, Heading)		

\* Information correct January 2025, but may be subject to change.  
\* Please note that cancellations after deadline will be charged at 50% of the listed rate.



**To receive a copy of Redgum Reports in 2025 tick below**

Please sign us up to receive a copy of every edition in 2025.

Mailed
  Digital

*The annual subscription fee will be added to your advertisement*

### Artwork Checklist

- JPG, PNG or PDF Version
- Artwork in CMYK or Greyscale and 300dpi Min
- Trimmed to size (no crop marks)
- Labelled with business ad name
- Emailed Casual Ads must contain the dates to be published, Colour or B/W, ad size**

# Redgum Reports

Your Local Independent Community Newspaper

## Terms and Conditions

### PAYMENT

- 1.1 All advertising must be paid prior to paper deadlines except those with established credit accounts.
- 1.2 All clients with an established account must pay within the time specified on the Tax Invoice/Statement.

### ADVERTISING CONTRACTS

- 2.1 Contracts of 12 months are fixed for the 12 months or current financial year or part thereof. Pricing may change as from the 1st January of each year. Increase will be capped at Consumer Price Index (CPI). Any increase greater than CPI will be pre-forecast via email, note to accounts rendered, website, advertising in publications or other means deemed appropriate.
- 2.2 Advertising on non-contracts and contracts less than 12 months are subject to price change without notice and are subject to current rate card.
- 2.3 Contracts are subject to variation as to the rate payable and space available.
- 2.4 The Redgum Reports publisher may, at any time, and without notice, cancel an advertising contract in respect of any advertisement not inserted by the publisher in which case the advertiser shall pay for all past insertions at the rate or prices applicable.
- 2.5 The publisher reserves the right to cancel any contract on which advertising is not inserted within one month of the date of the contract.

### ADVERTISEMENTS

- 3.1 The publisher reserves the right in its absolute discretion: (a) to alter 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 competitor's advertisement.
- 3.2 The publisher has the right to refuse to publish or republish any advertisement without giving any reason for that refusal. In this event a prorata adjustment will be made to the advertising rate.
- 3.3 No liability shall be incurred by the publisher by any reason of any or all of the following: (a) amendment to or error or inaccuracy in any advertisement; (b) the partial or total omission of any advertisement; (c) by reason of any delay or default; (d) from any other cause whatsoever.
- 3.4 The publisher reserves the right to alter advertising copy with or without reference to advertisers, to ensure that the newspapers are not exposed to legal action defending publication of material prepared by other parties.
- 3.5 Advertisements which are considered to resemble editorial style will be subject to amendment or alteration without prior notice and must be clearly identified by using the word 'advertisement' above the copy headline.
- 3.6 Federal, State and Local Government election advertising

must carry authorisation at the base of the advertisement and in the case of Federal election advertising the word "ADVERTISEMENT" at the top in 10 point type.

3.7 Advertising features may be published in conjunction with advertisers from time to time. All such features must carry the words "ADVERTISING FEATURE" in 10 point type at the top of the page.

### CANCELLATION

- 4.1 Cancellation of an annual contact will be accepted in writing prior to the relevant publication booking deadline for run of paper advertisements and seven days prior for specified pages or positions. Any cancellations received after this time will attract a cancellation fee of 50% of the total advertisement value.
- 4.2 Any cancellation of an annual contract scheduled booking midway through will incur a cancellation fee. This will be calculated on the amount of advertising placed prior to the cancellation and applying the correct commitment level rate to that volume.
- 4.3 Cancellation of a casual contact will be accepted in writing prior to the relevant publication booking deadline for run of paper advertisements and three days prior for specified pages or positions. Any cancellations received after this time will attract a cancellation fee of 50% of the total advertisement value.

### ERROR CLAIMS

5.1 Production and placement claims must be made within seven days of publication. Account claims must be made within seven days of receipt of account.

### DISTRIBUTION

- 6.1 Redgum Reports publications are distributed by volunteers and Australian Post; and published by the Dandaragan CRC we cannot guarantee all will be distributed on the same day of publication together with and not excluding failed distribution. Reasons for non-distribution could include and are not limited to, weather conditions, right of access, Australia Post only and other contributing factors.
- 6.2 Household delivery rates can be affected by Australia Post rate changes throughout the year.
- 6.3 We will not be liable for any loss or damage caused by or contributed to by any delay, loss, omission, or misplacement of publications during the delivery process.
- 6.4 We do not give credit or refund for areas that may not receive delivery of the publication.

### AUSTRALIAN COMPETITION & CONSUMER COMMISSION

- 7.1 The Competition & Consumer Act prohibits false or misleading advertisements. Advertisers should refer to the Commission for Guidelines. Legal advice should be sought in case of doubt.
- 7.2 The Redgum Reports and the Publisher Dandaragan CRC are not liable for any breaches of the ACCC act for False or Misleading advertisements.

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## **OTHER LEGISLATION**

8.1 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 Corporations Law.

8.2 Copy for advertisements which are subject to the Corporations Law must be accompanied by a certificate signed by two directors of the company advertising confirming that the advertisement complies with the Corporations Law.

## **COPYRIGHT WARNING**

9.1 Due to the Copyright Act 1968 advertisers are advised that the inclusion in advertisements of material (photographed, artist's illustrations and text) taken from any article published in a newspaper, magazine, periodical or similar publication is strictly prohibited without the written consent of the owner of the copyright.

9.2 It is the advertiser's responsibility to ensure that any material used in an advertisement is authorised for publication by the owner of the copyright to prevent the possibility of legal action being taken against the advertiser for any breach of the Copyright Act.

9.3 The acceptance of and publication of the advertisement or letter by the newspaper or publisher concerned is deemed to be consideration for the agreement to indemnify.

## **INDEMNITY AND WARRANTY**

10.1 Advertisers and/or advertising agencies, by submitting or authorising material for publication by the publisher and in consideration of the publisher agreeing to publish the material: (a) Indemnify the publisher, its servants and agents against all actions, proceedings, claims and demands arising out of or in connection with the publication of the material including, without limiting the generality of the foregoing, all actions, proceedings, claims and demands relating to defamation, malicious falsehood, breach or infringement of copyright, trade mark or design, breach of the Competition & Consumer Act, or breach of any other legal, equitable or statutory rights. (b) Warrant that publication of the material will not give rise to any legal, equitable or statutory rights against the publisher and will not breach any laws or regulations including, without being limited, the proscriptions relating to advertising in the Competition & Consumer Act.

## **ADVERTISING RATE CLAUSE**

11.1 GST will be added to the net value of the invoice.

11.2 The GST component does not count towards overall monetary order expenditure or rate card discount levels.

## **WEBSITE ADDRESSES & QR CODES**

12.1 The use of website addresses and QR codes in advertisements is subject to prior approval by the publisher, in addition the below conditions apply.

12.2 The publisher does not warrant the accuracy of content on the website.

12.3 The advertiser is responsible for checking the accuracy of all information and content published on the website.

12.4 The publisher accepts website addresses and QR codes in advertisements in good faith.

12.5 Advertisers placing website addresses and QR codes in advertisements agree to comply with the Competition and Consumer Act.

12.6 As a condition of publishing website addresses or QR codes in advertisements, the advertiser warrants to the publisher that the advertiser will not use the website for any purpose that is unlawful or prohibited by these terms and conditions.

## **FINE PRINT**

13.1 The minimum size for small print in advertisements is 6 point.

13.2 This applies to all small print including, but not limited to, clauses and conditions.

## **FEATURES AND INSERTS**

14.1 For features and Inserts produced by Redgum Reports we reserve the right to:

a. Place the words 'Advertising Feature' on the front cover of pre-printed features and on each page of tabloid features.

b. Place the publication date on the front cover of pre-printed features.

c. Publish the Redgum Reports Logo on the cover/first page of the feature.

14.2 Deadlines will be provided for advertisement bookings, advertorial copy and advertising material once the feature is booked.

14.3 Deadlines are set in place in order to meet our own editorial, production and print deadlines and must be strictly adhered to.

14.4 For products that are underwritten and/or features that require client approval, the client will be given the opportunity to make two (2) rounds of changes to the copy. We aim to have this three step process finalised within 48 hours (2 business days);

a. Once the feature is initially completed, a proof will be given to the client for changes.

b. The client will be given a second proof with the first round of changes completed. This is the client's opportunity to make final changes.

c. Once the second round of changes has been made, a final proof will be given to the client and signoff will be sought.