



edition 6



## media kit

You are invited to showcase your business in the most comprehensive and stylish directory for wedding planning in the Hunter Region, 'Your Hunter Valley Wedding Planner' magazine.



edition 1



edition 2



edition 3



edition 4



edition 5

The categorised sections and directories, local area information and maps along with exquisite design make this magazine the essential planning tool that brides-to-be saying "I do" in the Hunter simply cannot live without! With couples coming from all over Australia and the world to be married in the Hunter Region you can't afford not to advertise in the one and only wedding magazine on sale with "Hunter Valley" in the title – after all, what other bridal book would a Hunter Valley bride choose?

### CIRCULATION

'Your Hunter Valley Wedding Planner' magazine is printed every 6 months and goes on sale in March and September each year for a cover price of just \$14.95 incl. GST. At least 10,000 to 12,000 copies are distributed per edition in 2 to 3 stages over each 6 month period to ensure newsagents are continually stocked. Run-ons are printed to cover any additional demand.

### DISTRIBUTION

**Newsagents & Book Stores:** The magazine is available in over 1,900 newsagents and book stores throughout Australia (including the large Borders chain). The majority of these stores are in NSW, Victoria and Southern Queensland with the main focus on Sydney, Newcastle and the Hunter Region. The magazine is also available in selected overseas countries including UK, Malaysia, Japan and New Zealand, just to name a few.

**Bridal Expos:** We have a stand in all the major bridal expos across NSW throughout the year selling the magazine in a branded, re-usable fabric bag at a reduced cover rate.

**Online Subscriptions:** Copies of the magazine are available to order online via subscription companies (such as [www.magshop.com](http://www.magshop.com)) and on [www.HunterValleyWeddingPlanner.com.au](http://www.HunterValleyWeddingPlanner.com.au).

**Wedding Related Businesses:** We have an advertiser 're-seller' program where advertisers are able to purchase copies of the magazine at a wholesale rate to sell (or give away) through their businesses.

**Public Areas:** Copies of the magazine are sent out to beauty salons, hair dressers, various waiting rooms and hotels (to be placed in guest rooms) for the general public, this further promotes the magazine by creating a general awareness of the publication.

### MARKETING & BRAND AWARENESS

**Radio:** Surrounding the launch of each edition we run a radio campaign and we also give away copies of the magazine through radio promotions.

**Magazine & Online:** We advertise on many online wedding directories and related websites. We also run magazine ads in publications such as the 'Hunter Lifestyle' magazine all year round to increase brand awareness.

**Point of Sale:** Merchandising kits, including posters, streamers, balloons, etc are sent to all stores carrying the magazine and point of sale merchandising campaigns are run throughout the year to capture the attention of our target bridal market.

### LOCAL PUBLISHER

'Your Hunter Valley Wedding Planner' magazine is produced by SHEER DESIGN, a design and publishing company based in Maitland, right in the heart of the Hunter Region. Editor and Creative Director, Suellyn Connolly grew up in the region and began this magazine after she was married in the Hunter Valley Vineyards in 2005. It became clear to Suellyn that there was a gap in the market for this type of directory and as you can see from the comments made by brides and other advertisers, this stylish and practical magazine has really hit the mark! Therefore you can be assured that this is a locally produced magazine promoting our local Hunter Region to the rest of the country and the world as we put it on the map as Australia's number one wedding destination!

FOR ALL ENQUIRIES PLEASE CONTACT YOUR HUNTER VALLEY WEDDING PLANNER

Level 1, 245 High Street Maitland NSW 2320 Tel 02 4933 9000 Fax 02 4933 1733

Email [info@HunterValleyWeddingPlanner.com.au](mailto:info@HunterValleyWeddingPlanner.com.au) [www.HunterValleyWeddingPlanner.com.au](http://www.HunterValleyWeddingPlanner.com.au)



# free design

## FOR ALL ADVERTISEMENTS

A team of experienced, highly professional and creative graphic designers from an advertising and marketing background are available to design your advertisement FREE OF CHARGE.

We strongly recommend you take full advantage of this FREE design service to ensure your business is represented in a professional manner and your ad gives you the best possible result.

If you choose to supply your ad as finished artwork we recommend you use a professional design studio or advertising agency to do this on your behalf. You will receive artwork and material specifications upon booking.

## feedback

### FROM OUR READERS

*"Your Hunter Valley Wedding Planner is like the 'GOOGLE' of the wedding industry... very helpful and saves sieving through the unnecessary information... saving me time and most of all stress... the less stress wrinkles I have on the day the better!"*

Rebecca, Beresfield, NSW

*"We have only just started planning our wedding and the magazine has been a fabulous local resource! Looking forward to the next volume!"*

Kate Brown, Mayfield East, NSW

*"Has been my eyes and ears, living in UK and arranging for Australia."*

Lousie, Retford UK

*"This Magazine is a great reference for anyone who is planning their wedding in the Hunter/Newcastle Region. I wouldn't be able to survive my wedding planning without it. It is my bible."*

Melissa, Chipping North, NSW

*"Out of the magazines I have looked at and websites I have browsed the Hunter Valley Wedding Planner has been the most useful (and not only because it is where we hope to get married)."*

Carley, Wakerley, QLD

## feedback

### FROM OUR ADVERTISERS

*"We have been delighted with the response we have had from our advertising in Your Hunter Valley Wedding Planner. We ask each bride how they came to hear about our business and Your Hunter Valley Wedding Planner rates as one of the highest of our advertising mediums (along with word of mouth and internet searches). Many of our brides have told us that they have planned their whole wedding using only this magazine. Imagine! Cakes has been advertising with Your Hunter Valley Wedding Planner since the magazine began and we greatly value the increase in business we have had as a result of this relationship." – Jay Power, Imagine! Cakes*

*"We received a booking the day after the magazine was launched. A bride from Quakers Hill had been awaiting the launch and was very happy she purchased it. Another enquiry told me they thought the magazine was a great help in putting together their daughter's wedding, easy to read without all the unnecessary stuff. Having great results so far and the friendly team at Your Hunter Valley Wedding Planner are easy to work with."*

– Greg & Karen Brown, Accelr8 Hotrods

*"Yesterday I received my copy of YHVWP in the post... I just wanted to say thank you and well done! This is my first time advertising with you and I am so impressed with your magazine. The layout is beautiful, the quality exceptional and I am really proud to be a part of it. Thanks again."*

– Jo Roberts, Jo Roberts Video Productions

## quick stats

Here's some interesting feedback from our reader survey....

- > **94%** of readers refer to YHVWP at least once a week during planning.
- > **85%** of brides-to-be told us that their fiancé also reads YHVWP.
- > **65%** of brides-to-be told us their Mum also reads YHVWP.
- > **100%** of readers found YHVWP 'extremely helpful' or 'helpful' when planning.
- > **51%** of couples come from outside the Hunter Region to be married here.

Data collected over a 24 month period from March 2008 to March 2010.

## CONTENT

The magazine is created in a directory style with categories covering each step of the wedding planning process. This is a magazine that brides use a 'tool' to plan their wedding and book products and services. Therefore, in addition to the advertisements in each section the editorial consists of useful tips and advice along with checklists and guides to assist in the planning process.

## LAYOUT

**Categorised Sections:** The entire magazine is broken up into sections covering every step of the planning process – from the engagement to the honeymoon. Please see the booking form for a detailed list of categories.

**Colour Coded Tab System:** The magazine is easy to navigate with colour coded tabs along the full length of every single page.

**Regional Map:** Located just before the directory in the back of the magazine is a map with each region colour coded. Every advertiser has a colour key on their directory listing indicating their location or service area – this makes planning easy for 'out of towners'.

**Quick Reference Directory:** Every advertiser is located in the directory at the back of the magazine, this directory is once again categorised and each listing includes the business name, contact details, a photo, page reference to their ad and a service area indicator.

## LOOK + FEEL

**Size:** 215mm x 297mm, 200 – 280 pages (incl. cover).

**Stock:** Satin/matt stock, 250gsm cover (with matt laminate), minimum of 100gsm text pages, perfect bound.

## OTHER FREE PROMOTIONAL OPPORTUNITIES

We are pleased to offer many FREE promotional opportunities to our advertisers, following are a few of these;

**Reader Survey Prizes:** If you would like to supply a prize for our reader survey competition please let us know. In return you receive exclusive extra promotion including your logo on the cover of the magazine and newsagent posters, a feature on the 'prize page' opposite the reader survey and the prize page on our website.

**The Real Thing / Planning Diaries:** We include 'Real Wedding' and 'Planning Diary' features in each edition. If your business is included as a supplier it means you receive fabulous free promotion. Please encourage the couples you are working with to submit their wedding and planning diary to us. Submission forms are available on our website under the tab labelled 'Real Weddings Submission'.

**Photography Submissions:** We invite all our photography advertisers to submit photos to be included throughout each edition, including the cover! So if you are a photographer be sure to ask us about this process.

**Editorial:** Please submit any editorial ideas and suggestions you have and they will always be taken into consideration, if we have the space to include your editorial we will.

**Out & About:** We include at least one or two pages in our "Guest Activities & Accommodation" category of each edition where we feature some of the interesting and unique activities and businesses around our region. Please send us your information before the material deadline for possible inclusion in this section.

**What's New:** We have a section on our website called "What's New" which we regularly update with interesting tid bits for our readers. If you have any news, win awards, wish to promote a special offer, have an upcoming event, or anything of interest... email us and we will let you know if we can include you in our What's New section on [www.HunterValleyWeddingPlanner.com.au](http://www.HunterValleyWeddingPlanner.com.au).

# advertising options

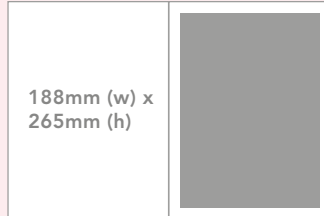
## PRINT & ONLINE

### magazine ads

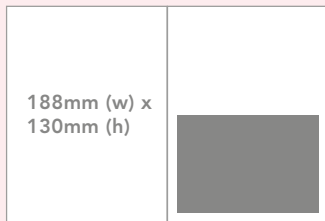
#### DOUBLE PAGE SPREAD



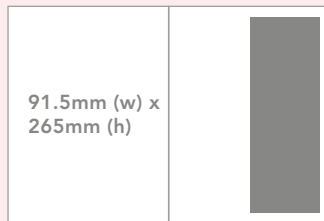
#### FULL PAGE



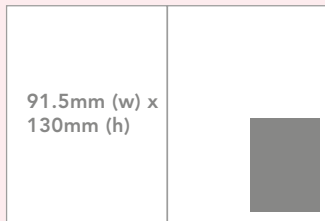
#### HALF PAGE > HORIZONTAL



#### HALF PAGE > VERTICAL



#### QUARTER PAGE



#### DIRECTORY LISTING



FREE with magazine ad booking!  
Or can be purchased separately.

#### SPECIAL POSITIONS (Subject to availability)

- > First Inside Double Page Spread 430mm x 297mm
- > Second Inside Double Page Spread 430mm x 297mm
- > Inside Back Cover 215mm x 297mm
- > Outside Back Cover 215mm x 297mm

#### EXCLUSIVE ADVERTISING OPPORTUNITIES

**Bonus Vouchers** – purchase a space in our exclusive ‘Bonus Vouchers’ section and stand out from the crowd by offering couples a further incentive to book with you whether this be a discount or special offer.

**‘What’s Hot’** – in a prime location, at the front of the magazine we will be offering limited spaces for you to showcase your products or services for a small additional cost.

**‘Online Planning Guide’** – advertise your online business in a prime location, close to the front of the magazine and receive a FREE DISPLAY WEB LISTING for 6 months (worth \$300).

#### DON'T MISS OUT – LIMITED SPACES AVAILABLE.

#### DISCOUNTS FOR MULTIPLE BOOKINGS

Please note that the multiple edition rates are priced per edition and only available when booking in advance. If you would like to book more than one ad per edition a further 5% will be deducted from your total booking (this discount does not apply to extra directory listings).

**PRICES & PAYMENT TERMS** Please see booking form for print and online advertising costs and payment terms.

#### MARCH EDITION

Book by > 12 Nov  
Material by > 19 Nov  
On Sale > Mid March

#### SEPTEMBER EDITION

Book by > 14 May  
Material by > 21 May  
On Sale > Mid Sept

### web listings

#### BASIC WEB LISTING - FREE with magazine ad booking



- Includes:
- > Contact Details
- > Web Link

#### DISPLAY WEB LISTING



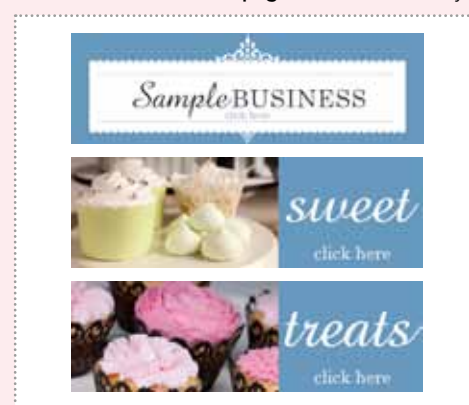
- Includes:
- > Contact Details
- > Web Link
- > 50 word editorial
- > 1 x Logo (100 pixels square)
- > 1 x Photo (160 pixels square)

#### PREMIUM WEB LISTING - really stand out!



- Includes:
- > Contact Details
- > Web Link
- > 150 word editorial
- > 1 x Logo (100 pixels square)
- > 3 x Photos (160 pixels square)

#### BANNER AD on home page www.HunterValleyWeddingPlanner.com.au

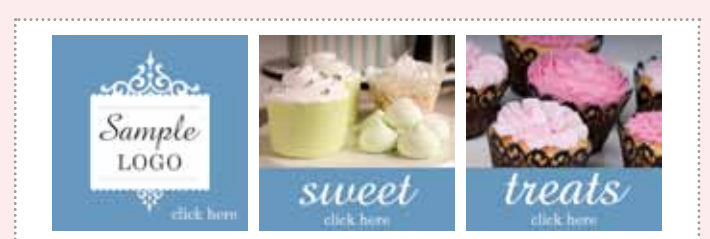


- Size: 250 x 78 pixels
- 3 x images rotate within the one banner ad space.

Banner ad clicks through to your web listing which contains a link to your website.

#### BANNER AD on Bride's Forum

Size: 93 pixels square > 3 x images rotate within the one banner ad space. Your banner clicks directly through to your website.





**BOOKING FORM – Edition 7 (September 2010)**

**BOOKING DEADLINE Friday 14<sup>th</sup> May 2010**

**Material Deadline 21<sup>st</sup> May 2010**

**NB:** Submitting a booking form prior to booking deadline does not guarantee space will be available for your ad as some categories do fill prior to booking deadline. Your booking will be confirmed via email and you will be contacted if your ad cannot be placed in the magazine for any reason. It is strongly advised to book early to avoid disappointment.

**ADVERTISEMENT RATES & BOOKING DETAILS**

Please specify the number of advertisements, directory listings, web listings, etc in the boxes on the left and tick the number of EDITIONS you would like to book. **ALL PRICES INCLUDE GST.**

OFFICE USE ONLY

Edition	Booking Stage

STANDARD AD RATES	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> Double Page Spread	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,140 per edition	<input type="checkbox"/> \$1,925 per edition	<input type="checkbox"/> \$1,735 per edition
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,635	<input type="checkbox"/> \$1,385 per edition	<input type="checkbox"/> \$1,255 per edition	<input type="checkbox"/> \$1,130 per edition
<input type="checkbox"/> Half Page – Vertical	<input type="checkbox"/> \$1,130	<input type="checkbox"/> \$960 per edition	<input type="checkbox"/> \$865 per edition	<input type="checkbox"/> \$795 per edition
<input type="checkbox"/> Half Page – Horizontal	<input type="checkbox"/> \$1,130	<input type="checkbox"/> \$960 per edition	<input type="checkbox"/> \$865 per edition	<input type="checkbox"/> \$795 per edition
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$635 per edition	<input type="checkbox"/> \$575 per edition	<input type="checkbox"/> \$525 per edition

SPECIAL POSITION RATES	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> Inside Front Double Spread	<input type="checkbox"/> \$5,540	<input type="checkbox"/> \$4,780 per edition	<input type="checkbox"/> \$4,245 per edition	<input type="checkbox"/> \$3,825 per edition
<input type="checkbox"/> 2nd Inside Double Spread	<input type="checkbox"/> \$3,550	<input type="checkbox"/> \$2,995 per edition	<input type="checkbox"/> \$2,720 per edition	<input type="checkbox"/> \$2,495 per edition
<input type="checkbox"/> Outside Back Cover	<input type="checkbox"/> \$3,425	<input type="checkbox"/> \$2,925 per edition	<input type="checkbox"/> \$2,620 per edition	<input type="checkbox"/> \$2,360 per edition
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$2,520	<input type="checkbox"/> \$2,140 per edition	<input type="checkbox"/> \$1,925 per edition	<input type="checkbox"/> \$1,735 per edition

All above advertisements come with a **FREE DIRECTORY LISTING LOCATED AT THE BACK OF THE MAGAZINE AND BASIC WEB LISTING** on [www.HunterValleyWeddingPlanner.com.au](http://www.HunterValleyWeddingPlanner.com.au). If you would like to be listed in **more than one category** in the directory section or wish to **only** appear in the directory please tick below.

DIRECTORY LISTING ONLY	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> Directory Listing Only	<input type="checkbox"/> \$220	<input type="checkbox"/> \$195 per edition	<input type="checkbox"/> \$170 per edition	<input type="checkbox"/> \$155 per edition

BONUS VOUCHERS	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> Bonus Voucher Space	<input type="checkbox"/> \$440	<input type="checkbox"/> \$380 per edition	<input type="checkbox"/> \$330 per edition	<input type="checkbox"/> \$280 per edition

“WHAT’S HOT” FEATURE	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> What's Hot Space	<input type="checkbox"/> \$340	<input type="checkbox"/> \$290 per edition	<input type="checkbox"/> \$240 per edition	<input type="checkbox"/> \$195 per edition

ONLINE PLANNING GUIDE	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> Bonus Voucher Space	<input type="checkbox"/> \$340	<input type="checkbox"/> \$290 per edition	<input type="checkbox"/> \$240 per edition	<input type="checkbox"/> \$195 per edition

WEB LISTINGS / BANNERS	1 Edition	x 2 Editions	x 3 Editions	x 4 Editions
<input type="checkbox"/> Basic Web Listing (FREE WITH AD)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$175 per edition	<input type="checkbox"/> \$135 per edition	<input type="checkbox"/> \$100 per edition
<input type="checkbox"/> Display Web Listing	<input type="checkbox"/> \$300	<input type="checkbox"/> \$260 per edition	<input type="checkbox"/> \$220 per edition	<input type="checkbox"/> \$180 per edition
<input type="checkbox"/> Premium Web Listing	<input type="checkbox"/> \$420	<input type="checkbox"/> \$380 per edition	<input type="checkbox"/> \$330 per edition	<input type="checkbox"/> \$280 per edition
<input type="checkbox"/> BANNER AD (Home Page)	<input type="checkbox"/> \$660	<input type="checkbox"/> \$590 per edition	<input type="checkbox"/> \$520 per edition	<input type="checkbox"/> \$450 per edition
<input type="checkbox"/> BANNER AD (Bride's Forum)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$180 per edition	<input type="checkbox"/> \$160 per edition	<input type="checkbox"/> \$140 per edition

**EARLY BIRD BONUS – Book your advertising before 5pm FRIDAY 23rd APRIL 2010 to receive a FREE DISPLAY WEB LISTING (for 6 months) – WORTH \$300!**

**Please complete this booking form & return by fax/email before 5pm 14th May 2010**  
 Please fill in your business details on the reverse of this form.  
**Your Hunter Valley Wedding Planner** Lvl 1, 245 High Street Maitland NSW 2320  
 Tel 02 4933 9000 Fax 02 4933 1733 Email [info@HunterValleyWeddingPlanner.com.au](mailto:info@HunterValleyWeddingPlanner.com.au)  
[www.HunterValleyWeddingPlanner.com.au](http://www.HunterValleyWeddingPlanner.com.au)

**ADVERTISING CATEGORIES Ad Size**

- Venues & Catering \_\_\_\_\_
- Ceremonies & Celebrants \_\_\_\_\_
- Gowns, Suits & Fashion \_\_\_\_\_
- Wedding Jewellery \_\_\_\_\_
- Photography & Video \_\_\_\_\_
- Themeing & Event Planning \_\_\_\_\_
- Stationery & Bonbonnière \_\_\_\_\_
- Wedding Cakes \_\_\_\_\_
- Wedding Flowers \_\_\_\_\_
- Beauty, Hair & Makeup \_\_\_\_\_
- Entertainment & Music \_\_\_\_\_
- Transport \_\_\_\_\_
- Gifts & Registries \_\_\_\_\_
- Luxury Wedding Nights \_\_\_\_\_
- Guest Accommodation & Activities \_\_\_\_\_
- Hens & Bucks \_\_\_\_\_
- Honeymoon Destinations \_\_\_\_\_
- Extra Services \_\_\_\_\_

**(Please only tick one category, unless you have more than one advertisement or wish to purchase more than one directory listing)**

- Bonus Voucher *(must be booked with an ad)*
- What's Hot Feature
- Online Planning Guide

**ARTWORK PLEASE TICK** the method in which you wish to supply your ad;

- Supply ad in full as finished artwork.
- Supply components and have Your Hunter Valley Wedding Planner design my ad for me - **FREE OF CHARGE!**

**ARTWORK GUIDELINES / FORMATS**  
 Artwork specifications will be sent to you upon booking your advertisement.

**PREFERRED POSITION**

PLEASE SPECIFY \_\_\_\_\_  
 If you would like to book a preferred position in your section of the magazine (i.e. front of section, right hand page, etc) a **further 25% of your total ad cost** will be payable to have this placement guaranteed.

**NB:** Booking forms must be signed by a person authorised to book advertising. By signing this form you agree to pay all monies owed by the payment date stated. You also agree that if you choose for any reason to cancel your ad prior to booking deadline you will forfeit your deposit. If you cancel for any reason after the booking deadline you will pay 100% of your advertising costs. If you book more than one edition and choose to cancel your advertising contract prior to completion you will be charged the balance for the adjustment to the advertising rate normally applicable to number of editions your ad appeared in.

## BUSINESS DETAILS

Business Name \_\_\_\_\_  
Business Address \_\_\_\_\_  
\_\_\_\_\_ P/C: \_\_\_\_\_  
Business Phone \_\_\_\_\_  
Bus Fax or Mob \_\_\_\_\_  
Business Email \_\_\_\_\_  
Business Website \_\_\_\_\_

(Please ensure the above information is accurate as it will be used in your  
**DIRECTORY LISTING – only include information you would like published**)

## BILLING / CONTACT DETAILS

Contact Name \_\_\_\_\_  
Billing Name \_\_\_\_\_  
ABN \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Contact Phone \_\_\_\_\_  
Contact Fax \_\_\_\_\_  
Postal Address \_\_\_\_\_  
\_\_\_\_\_ P/C: \_\_\_\_\_

## ADVERTISING TERMS & CONDITIONS

**Please read all terms and conditions prior to submitting your booking form. This page must be signed for your booking to be valid.**

1. Sheer Design Pty Ltd (the Publisher of Your Hunter Valley Wedding Planner magazine) reserves the right to refuse or cancel any advertising for any reason at any time.
2. Advertising is published on the understanding it has been supplied free from any violation or infringement of law. The Advertiser indemnifies and agrees to keep the Publisher, its servants, and agents, free against all liability, claims, procedures, losses and expenses arising from, but not limited to, slander of title, copyright and/or trademark infringement, defamation, violation to the right of publicity and/or privacy or any breach of the Trade Practices Act 1974.
3. The Advertiser agrees to pay the Publisher the total amount of the invoice within the terms as set out by the Publisher including, but not limited to any additional fees applicable such as additional loading fees (if preferred position booked and guaranteed), authors correction fees (for further ad changes outside the 2 rounds of changes allowed), cancellation fees, late payment fees, debt collection fees.
4. A 25% DEPOSIT of the full booking amount is payable within 7 days of booking an advertisement – bookings are not finalised until this deposit is received by the Publisher. An invoice will be emailed upon receipt of a signed and valid booking form. Payment methods include Cash, Cheque, BPAY, Credit Card (Visa and Mastercard) and Direct Deposit, all methods are detailed on invoices. Full and final payment for advertisements in the March edition are due by 31st January. Final payments for ads in the September edition are due 31st July.
5. The Agency and/or Advertiser is jointly and severally liable for the payment of invoices for published advertising. If final payment is not received on or before the due date LATE PAYMENT FEES will be added to your outstanding amount at the rate of 5% when the debt becomes 7 days overdue. A further 5% will be added when debt becomes 30 days overdue. Should any amounts become 45 days overdue a FINAL NOTICE will be issued giving the Advertiser 7 days to pay the outstanding amount. Should a final notice be ignored legal action will be initiated to recover debts without any further notice. The Publisher reserves the right to add further debt collection fees to cover the cost of collecting any such debts. Enforced collection on this obligation may result in additional legal or court costs to you and may impair your credit rating. Any returned cheques will incur a \$30 administration fee.
6. If an Advertiser cancels a booking for any reason prior to the published booking deadline the 25% deposit amount invoiced will be forfeited (this applies to entire 25% deposit amount of up to 4 editions). If the deposit invoice has not been paid this amount will remain due and incur applicable late payment fees if it is not settled on or prior to the due date.
7. If an Advertiser cancels a booking for any reason after the published booking deadline 100% of the advertising fees apply. If the Advertiser has booked for more than one edition and the advertising contract is cancelled prior to completion the 'per edition' rate will be adjusted to the advertising rate normally applicable to the number of editions the advertisement appeared in and the Advertiser will be invoiced for the balance.
8. Unless a preferred position premium (25% of total ad cost) is paid, any Advertiser instructions in relation to placement of the advertising are considered as a request only and as such the Publisher is not obliged to undertake said instructions. The Agency or Advertiser is still obliged to make payment for the advertising regardless of final placement.
9. Advertising artwork must be supplied as per the Publisher's mechanical specifications. The Publisher may alter any supplied advertising that does not comply with artwork specifications in order to make it fit within the allocated space or meet quality standards. The Publisher will not accept any responsibility for these changes if not signed off by the Advertiser.
10. The Publisher will not accept any responsibility for the quality of reproduction of the advertising where the Publisher's mechanical specifications have not been met.
11. Any artwork created by the Publisher for and on behalf of the Advertiser, remains the copyright of the Publisher unless prior arrangement is made in writing between both parties. Additional copyright ownership fees will apply (usually \$165 incl. GST).
12. Advertisers may not make any changes to their advertising after they have signed off on their advertising proof unless agreed by the Publisher.
13. If advertising components or finished artwork are not received by the material deadline, the Publisher may insert previously submitted advertising in its place. Where previous advertising does not exist, the Publisher may omit the Advertiser's advertisement all together. The Advertiser will still be liable for payment of the said advertising.
14. The Publisher is not liable for the failure to publish or circulate any issue because of, but not limited to, strikes, accidents, terrorism and acts of nature.
15. The Publisher accepts no responsibility for any errors in amendments made by the Publisher to advertising supplied by the Advertiser unless published details differ from those signed off by the Advertiser.
16. The Publisher reserves the right to delay the date of publication and amend the closing dates for bookings and the supply of artwork for any reason at any time.
17. The Publisher reserves the right to make enquiries relating to the Advertiser, its company, director/s and/or related entities (if applicable) in accordance with the Privacy Act 1988.
18. Any additional promotion of the Advertiser is at the discretion of the Publisher. There is no guarantee of use of any additional images (whether supplied by the Advertiser or photographed by the Publisher) or any editorial supplied to the Publisher. The Advertiser is still obliged to make payment for the advertising regardless of whether additional promotions were used or not.
19. This contract is final and constitutes the entire agreement between the parties and supersedes all communications, negotiations, arrangements, and agreements.

**SIGNED** \_\_\_\_\_ Date: \_\_\_\_\_

Print Name \_\_\_\_\_ Position in Business: \_\_\_\_\_

By signing this booking form you are confirming that you are an authorised representative of the above business and agree to all the above Terms & Conditions. You also agree to fulfil this advertising contract, honour any late fees / debt collection fees incurred if invoices are not paid on time and any applicable cancellation fees if contract is not fulfilled.

**Please complete this booking form & return by fax/email before 5pm 14th May 2010**

**Your Hunter Valley Wedding Planner Lvl 1, 245 High Street Maitland NSW 2320**

**Tel 02 4933 9000 Fax 02 4933 1733 Email info@HunterValleyWeddingPlanner.com.au www.HunterValleyWeddingPlanner.com.au**



## Get your design & marketing **ON TARGET** with **Sheer Design!**

• Sheer Design, the design agency behind 'Your Hunter Valley Wedding Planner' can give your business a truly professional edge at very affordable rates. All of your design, print and publishing needs are covered.

- Logo Design • Business Cards • Stationery
- Brochures • Booklets • Presentation Folders
- Wedding / Function Kits • Websites • Banners
- Email Campaigns • Promotional Products
- Adverts for Press / Mags / Yellow Pages
- Newsletters • and much more



**sheer DESIGN**  
design solutions

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