

# BCPA Advertisement Terms & Conditions

## February 2025

### I. General

- All advertisements require approval from BCPA's Communications Specialist.
- Ad placement is at BCPA's discretion, but we will accommodate preferences when possible.

### II. Placement of Orders

- By submitting a booking form, the advertiser accepts current rates and conditions.
- Bookings are considered valid once BCPA acknowledges receipt and acceptance - verbal agreements are not accepted.
- Rates, dimensions, and deadlines are available in the BCPA Advertising brochure (available on request).

### III. Advertiser Responsibilities

- Advertisers must submit content changes before the deadline; otherwise, the previous ad will be used.
- Invoices will be sent to the contact person on file.
- BCPA is not responsible for errors from last-minute changes.

### IV. Copy & Design

- BCPA may add disclaimers to any ad.
- Ad pricing excludes design services. Additional design work is billed separately:
  - First 2 hours: ad price +20%
  - Additional hours: \$25 per hour + GST

### V. Liability

- The publication of an ad does not imply BCPA's endorsement.
- BCPA is not liable for claims made in ads.
- Advertisers are responsible for all content and indemnify BCPA from legal claims related to their ads.

- Claims for errors will be reviewed on a case-by-case basis, and discounts may be offered for significant errors caused by BCPA.
- BCPA reserves the right to reject or cancel advertisements that do not align with our organization's values and mission.

## **VI. Payment Terms**

- Payment is due within 14 days of receiving an invoice.
- Discounts are contingent on timely payment and fulfillment of contract terms.
- BCPA may remove unpaid ads.
- New advertisers must pay in full before placement, with subsequent payments due within 14 days.

## **VII. Contract Renewals**

- Contracts do not automatically renew.
- Rates are based on the current rate card, and increases apply only to new contracts.
- BCPA will notify advertisers of rate changes.

## **VIII. Cancellation Policy**

- Cancellations must be made in writing at least 14 days before the campaign start date.
  - 14+ days before: Full refund
  - 7-13 days before: 50% refund
  - Less than 7 days before: No refund
- Advertisers may request rescheduling, subject to availability and approval.
- Exceptions must be agreed upon in writing before the campaign begins.

## **IX. Service Charges**

- A 5% monthly late fee applies to accounts overdue by 30 days.

## **X. Collections & Legal Responsibility**

- Advertisers and their agencies are jointly responsible for payment.
- Advertisers must cover all fees if the account is sent to collections or requires legal action.