

Basic Advertising Terms and Conditions

A. Production Information

Digital files not provided to specification will be subject to production charges.

Production charges apply to all revisions made to existing ads to new ads created in-house: Typeset \$150, Revisions \$75, Scans \$100

When requesting ad assembly, keep in mind that publisher does not accept liability for specific usage in ads that are assembled by our production team.

All materials delivery expenses are the responsibility of the advertiser.

Every attempt is made to verify the supplied digital copy proof; however, the publisher does not accept responsibility for material content or colour. Insertion and Production changes will be invoiced at the time of magazine publication, unless otherwise stated. Online advertising, eMarketing or other services provided by advertiser will be invoiced at the time the ad or service runs, or as otherwise specified.

Ads or other materials will not be placed to run, if insertion orders are not return signed. Cancellation of insertion orders must be received in writing 30 days in advance of issue closing date or web ad commencement or date the service is requested to run, or are subject to change.

B. Digital/Online Advertising

Final materials are due 7 business days prior to the day your digital/online ad will appear:

C. Contract and Copy Regulations

Publisher reserves the right to revise advertising rates contained within insertion orders should the advertise change the agreed upon frequency or ads or ad sizes contained within the agreement

Display and Online Ads or other materials will not be placed if insertion orders are not returned signed

Advertiser and advertising agency assume liability for all content of advertisements (including text, representation, paid or sponsored content)

Advertiser and advertising agency agree that publisher shall be under no liability in the event of failure to insert any advertisement, for any cause.

Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions, in the event of a conflict with policies covered within this Terms and Conditions

Publisher reserves the right to not publish an ad for any reason.

Inserts, Rates upon request. All inserts subject to approval by publisher well in advance of publication.

Publisher is not bound responsible of any sales increase as a result of publishing the “advertisement” for any of the Advertisers.

D. Invoicing and Payment Terms

Insertion Orders and Production Charges will be invoiced at time of magazine publication, unless otherwise stated

Invoicing Currency-CAD Canadian dollars or USD dollars(exchange rates are based on the bank rate at time of this agreement)

Commissions, Discount Payments Cash discounts. Two per cent on net (after agency commission) if payment is received within 10 days of notice date.

Publisher reserves the right to cancel future insertions for advertiser with outstanding invoices.

Note Sales taxes are not included in the negotiated price but will be included in the invoice at the specific rate

Payment Terms- Regular Advertisers Net 30 days

Questions should be directed to BPC’s director of sponsorship and advertising:

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