

GENERAL CONDITIONS

Advertisements are only accepted for publication under the following conditions:

- a) The right to withhold any advertisement from publication and to cancel such an advertising order.
- b) No liability is accepted for failure to publish, or for publication dates other than those stipulated by the advertiser, or for any typographical or any other errors of any kind, including the loss or damage in consequence of any of the above.
- c) Omissions of any scheduled insertions by the advertiser shall be considered a breach of the conditions of the order.
- d) Telephonic instructions must always be confirmed in writing.

Although every effort will be made to accommodate the advertiser, the acceptance of any advertisement does not guarantee insertion on any specified date or dates at all.

The proprietors reserve the right to edit or revise or reject any advertisement deemed by them to be untruthful or objectionable in subject matter or wording, or unsuitable for any other reason, even after acceptance for publication.

The proprietors reserve the right to suspend an issue on any day and to increase or decrease the usual number of editions without notice.

Space is sold to advertisers for the purpose of making announcements concerning their own business and may not be used for attacking or making invidious comparisons with other advertisers, firms, institutions or persons.

All approved accounts must be paid 30 days after the date of insertion, or payment must be made in cash with the advertising order.

Advertising orders are not accepted subject to editorial space being given.

T.C. (Till Cancelled) orders may not be discontinued on a month's notice on either side except in the case of guaranteed or special positions, where one month's notice is required.

Orders are accepted for a period not exceeding 12 months from the date of the first insertion, and should the contract amount not be reached within that period, an adjustment of the rate, according to the volume of advertising published, will be made. This also applies when the contract is cancelled prior to completion.

If an order for a given amount of advertising is increased during its terms to cover a large contract volume, all of which falls in the original period of 12 months, no reduction in rates shall be rebated for the advertising, which has already appeared. The lower rate shall apply to advertising appearing after the date of the increase.

On the announcement of new tariff rates, contract advertisers will be protected at their contract rates for 45 days after the effective date of the new rate, or until expiry of the contract, whichever is earlier. The balance of the order will be subject to the new rate. The advertiser may cancel their contract on the date the new rate becomes effective.

Acceptance of copy:

- a) If the material is received too late for publication, the space reserved may be charged for.
- b) The right is reserved to refuse material or copy considered objectionable by or unsuitable.
- c) All material must be claimed within 30 days after which no responsibility can be accepted.

If proofs are required, copy must be in the printer's hands at least 72 hours before publication deadline, but there is no guarantee that a proof will be provided.

No cancellations will be accepted after the booking deadline.

100
YEARS
ON THE LAND
1911-2011