



River & Sea Pty Ltd
Trading as Fishotopia
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ADVERTISING TERMS

1. Advertisements must conform to the Advertising Standards Bureau and must accurately reflect the product and or service being advertised.
2. Advertisements are subject to the publisher's approval and must always be recognisable as such and not resemble editorial matter.
3. All claims made in advertisements must be capable of being supported by appropriate evidence and must be made available to the publisher upon request.
4. Advertisements should be inline with Fishotopia's policies. As such certain types of advert and promotions may not be accepted.
5. The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services.
6. Space reserved by an advertiser must be paid in full where the advertisement is not published due to an act or omission by the advertiser. This includes advert copy that arrives after booking deadline date (see point 10).
7. River & Sea Pty Ltd trading as Fishotopia.com reserves the right to increase advertisement rates at any time or to amend the terms and conditions at any time.
8. River & Sea Pty Ltd trading as Fishotopia.com will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
9. River & Sea Pty Ltd trading as Fishotopia.com will not accept liability for any error on the part of third parties or inaccurate instructions.
10. Artwork must be received by River & Sea Pty Ltd trading as Fishotopia.com by no later than two weeks (14 days) before the required publishing date. Artwork should be supplied as an electronic image file, via email to ads@fishotopia.com.au, in the following formats: jpeg or animated gif at 144 dpi at the dimensions stated on the booking form.
11. Payment for all advertisements is due on receipt of booking and must be paid in full before advertising is published.
12. By signing the booking form, you commit to the space reserved and agree to the terms and conditions of booking herewith.
13. We regret cancellations cannot be accepted after booking. Space reserved for which no artwork is received by deadline date will be charged at the agreed rate as stated on the booking form.
14. Repeat adverts. If River & Sea Pty Ltd trading as Fishotopia.com is asked to repeat an advert, we will always use the most recent copy published unless instructed otherwise.
15. Neither the publisher nor its contractors and sub-contractors shall be liable for any consequential loss arising from non-publication of advert or from any errors or omissions contained in published advert. Where non-publications is due to error on the part of River & Sea Pty Ltd trading as Fishotopia.com, a full refund for the relevant booking block will be given.
16. Material which in the River & Sea Pty Ltd trading as Fishotopia.com's opinion could be considered offensive to readers will be censored or omitted from the publication. Where possible, you will be advised to supply alternative artwork. Point 6 shall apply if new copy is not received by copy deadline date.