



In English:
New African
New African Woman
African Business
African Banker

En français:
Le Magazine de l'Afrique
Femme Africaine
African Business
African Banker

ADVERTISING TERMS AND CONDITIONS

Advertiser's Responsibility: Advertisements are accepted and published by the Publisher on the representation that the Agency and the Advertiser are properly authorised to publish the entire contents and subject matter thereof. It is understood that the Advertiser and/or his Agency will indemnify and save the Publisher harmless from and against any loss or expense arising out of publication of such advertisement, including, without limitation, those resulting from claims or suits for libel, violation of right or privacy, plagiarism and copyright infringement. The Publisher will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear from any cause whatsoever, nor does he accept liability for errors in any advertisement published. The Publisher cannot guarantee specific positions or publication dates. Due to space limitations and heavy demand, the advertisement may appear in a different section of the magazine or in the following month's issue. The Publisher accepts fixed position orders for back covers only; orders for back covers are non-cancellable.

Copy Acceptance: The Publisher reserves the right to decline any advertisement. The word "advertisement" shall be printed at the top of all advertisements which either carry no signature or resemble editorial material. The placement of an advertisement does not in any way guarantee editorial coverage. All advertisements must comply with the British Code of Advertising Practice and with the provisions of the trade Descriptions Act 1968.

Publication Date: Third Friday of the month preceding the cover date.

Frequency: Rate earned is based on the total number of insertions in all IC publications, whether booked by the same office or not, within a twelve months' period. Spreads count as two pages. Advertisers will be charged the difference if, within twelve months of the first insertion, they do not use the amount of space on which their billing rate has been calculated.

Agency Commission: 15% of the gross excluding production charges, reprints or back-up of inserts.

Copy Dates: All material must be at the offices of the Publisher not later than 21 days before the first of the month of cover date. Late delivery of material after final copy deadline may incur forfeiture of the space booked at full cost. The Publisher is not responsible for errors in key numbers or changes made after closing dates, nor for advertisements backed by another advertisement with a coupon or overlaid by a reply card

New Copy: It is the Advertiser's responsibility to provide copy instructions for each insertion. If these instructions are not to hand by the closing date, the Publisher will automatically repeat previous copy. Proofs of advertisements are assumed to be correct if they are not returned to the publisher within two weeks.

Cancellation Dates: 90 days before publication date. Covers are non-cancellable

Material Required: The Publisher does not take any responsibility for reproduction problems other than if he has been supplied with final proof by an advertiser.

Settlement of Accounts: New advertisers are required to pay in advance. Credit accounts are strictly net and must be settled within 30 days of the date of invoice, failing which agency commission will be reduced automatically to 10%. Agency commission on accounts outstanding after 60 and 90 days will be reduced to 5% and 0%. If an account is overdue, IC Publications reserves the right to suspend insertions and to impose a surcharge of 2% per month in arrears. Unless advertising is placed through an accredited agency, payment to the Publisher must be made at least one month before closing date.

Credit Control: Advertisers will be billed direct if invoices sent to their advertising agencies are not settled within 30 days. Advertisers are ultimately responsible for the settlement of payment. Advertising agencies which fail to pay on time will be asked to prepay their advertisements. All advertisements published must be paid in full. Complaints will be dealt with entirely at the discretion of the Publisher. Collection costs will be charged to the Advertiser.

Payment by draft or bank transfer to IC Publications Ltd
IBAN: GB 71 BARC 2032 29 80 4937 24/SWIFT: BARCGB22
Barclays Bank plc, 99 Hatton Garden, London EC1N 8DN.

Shipping Instructions: All advertisement copy, artwork and copy instructions must be sent by airmail direct to IC Publications,
7 Coldbath Square, London EC1R 4LQ

No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with the provisions of these rate conditions will be binding on the Publisher.

All rates are quoted and payment due free from all withholdings, taxes and duties, except taxes of the United Kingdom.

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