

## **RULES & REGULATIONS**

1. This advertising agreement is made between the “Advertiser” (designated as authorized signature, owner, or business) and Singapore Swimming Club “Publisher,” on the day this form. Artwork or payment is received by publisher from advertiser, and signifies agreement to the terms expressed herein.
2. Publisher reserves the right to reject any advertisements, insertion orders without assigning any reasons whatsoever. all advertisements must comply with the code of advertising practice and must not contravene any trade act or any other statute or regulations
3. Publisher agrees to publish advertiser’s advertisement or photographs as specified in an insertion order for the bi-monthly magazine (SPLASH). In the event that artwork is not supplied timeously, publisher, at its discretion, may elect not to proceed with the advertising, or to proceed and create a complimentary message, or use any previous ad placed by advertiser.
4. The advertiser assumes full and complete responsibility and liability for the content of all advertising copy submitted, printed, and published pursuant to this agreement, and shall indemnify and hold publisher harmless against any demands, claims, or liability arising therefrom.
5. Publisher shall not be responsible for any cost or damage if, for any reasons, it fails to publish an advertisement or for any error(s) in any of the advertisement(s).
6. All copy, text, and illustrations are subject to publisher’s approval before the execution of the order, and the right is reserved to reject or exclude copy or an image that is unethical, challenging, misleading, etc.
7. Insertion orders cancelled after booking deadline will be subjected to full charge. Cancellations must be submitted in writing.
8. All insertion orders are accepted subject to provisions of our rate card. Rates are subjected to change upon notice from the publisher. Orders enjoying series discounts must be used within 12 months from the date of first insertion. For any cancellation of the remaining part of the series space booking, the publisher reserves the right to charge the advertiser the published rate for the number of insertions so far behind.
9. Payment must be settled within 30 days of billing. The publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising, Which the Advertiser or its agent ordered and which advertising was published.
10. All fees payable are subjected to 7% GST.
11. All cheques to be crossed and made payable to SINGAPORE SWIMMING CLUB