

TERMS & CONDITIONS – YOUR CALL PUBLISHING LTD - INCORPORATING THE VILLAGE EMPORIUM MAGAZINE

Booking with The Village Emporium

On booking your advert with Your Call Publishing Ltd (The Village Emporium), we will email you an acknowledgement of your booking confirmation. You agree that your acceptance of these terms and conditions is implicit unless you advise us of your decision not to proceed by the copy deadline for the issue that your advert will appear in. A booking is for a minimum of two months.

Guarantees

We cannot undertake to place adverts in a particular position in the magazine unless a premium price has been paid to reserve a particular position. We can make no guarantee that your advert will be successful and therefore can offer no refund if you receive no response. For the best chance of success, we recommend that you see your campaign as longer-term. As readers and other organisations become familiar with your advert, they are more likely to remember you when they need a product or service.

Advert Design and Charges

If you are using your own design, then a copy of the advert must be with Your Call Publishing Ltd before the copy deadline date. Your advert must be submitted in at least one of the following formats: MS Publisher, MS Word, JPEG, TIFF, or PDF. A minimum of 300dpi is required. It can be sent by email to info@yourcallpublishing.co.uk. We cannot accept adverts where you do not own permission to copy.

If you have requested that your advert is designed by Your Call Publishing Ltd, it is your responsibility to ensure that you give us the correct information about your business services and the details you want included in your advert, prior to our copy deadline date.

Upon the advert design being completed by Your Call Publishing Ltd, it will be sent to you for approval before the copy deadline date. It is extremely important to check your advert proof thoroughly and notify us of any changes.

Advert changes can be made every two months and need to be submitted to us before the deadline date, otherwise we reserve the right to print a previously published advert, which has been previously approved. The deadline date is always published in the current magazine or available on the website www.yourcallpublishing.co.uk.

Whilst every effort is made to minimise errors in adverts, mistakes can occasionally occur. Advertisers or their agents should therefore check their adverts and inform us of any errors immediately. Responsibility cannot be accepted for more than one incorrect insertion. Typographical or minor changes which do not affect the value of the advert do not qualify for republication or allowances.

AI-Generated Artwork

Artificial intelligence (AI) tools can create eye-catching images quickly and cost-effectively. However, artwork produced by AI platforms is primarily designed for digital viewing and may not always be suitable for professional print production without further editing.

Before submitting AI-generated artwork, please be aware of the following considerations:

Print Quality - Resolution

Many AI-generated images are created at a resolution suitable for screens rather than print. Printed publications require high-resolution artwork (typically 300 DPI) to ensure a sharp, professional finish. Low-resolution files may appear blurry or pixelated when printed.

Colour Differences

AI artwork is usually supplied in RGB colour format, which is designed for digital devices such as phones, tablets and computer screens. Commercial printing uses CMYK inks and converting between these colour systems can result in slight variations in colour, brightness and contrast.

Print Specifications

AI-generated images are not typically created with professional print requirements in mind. Files may lack bleed, safe margins and other technical elements required for accurate printing. This can lead to important content being positioned too close to the edge of the page or being affected during trimming.

Design Limitations

While AI technology has improved significantly, it can still struggle with certain design elements, including:

- Small or detailed text
- Logos and branding elements
- Straight lines and geometric shapes
- Fine details and intricate illustrations
- Human features, hands and other complex objects

These issues may not always be noticeable on screen but can become more apparent when printed.

Responsibility for AI Artwork

If you provide AI-generated artwork for publication, please be aware that Your Call Publishing Ltd cannot guarantee the final print quality, colour accuracy or resolution of the supplied files. Any variations arising from the limitations of the original artwork, including colour shifts, resolution issues or print reproduction differences, remain the responsibility of the advertiser.

Where possible, we recommend supplying professionally designed, print-ready PDF artwork created to the correct size, with appropriate bleed, margins and colour settings, to achieve the best possible printed result.

Copyright

Where an advert/editorial/article/design is created by Your Call Publishing Ltd, then the copyright is owned by Your Call Publishing Ltd. This cannot be used in another publication or

advertising medium without the express permission of Your Call Publishing Ltd. A nominal release fee (typically around £25) will be applied if you require the copyright of the advert design to use in other media publications and forums.

Acceptance of Adverts

Your Call Publishing Ltd takes no responsibility for the content of your advert, it is your responsibility to ensure that your advertisement is legal and copyright free. Any claims purporting to be members of qualified, registered, industry related organisations must be truthfully represented.

Adverts supplied in JPEG, PDF and other pre-prepared formats will be inserted into the publication as supplied and will be assumed not to require copy approval. These files should be supplied at a minimum of 300dpi. No responsibility can be taken for the print quality of any advert supplied at a lower resolution. These files may be re-sized to fit the appropriate space.

Your Call Publishing Ltd reserves the right to refuse adverts which may be defamatory or offensive or which promote products that may be considered indecent within our company values or ethos.

Payment Terms

Our invoice terms are 14 days unless specifically agreed otherwise. When you book your advert, you are agreeing to pay the current advert price by the due date. Payment is accepted by major credit/debit cards, BACS, cheque, direct debit and cash. For new advert contracts, the first two months invoice is usually required in advance. We are supportive of direct debits to assist a customer's advertising campaign and budgeting requirements.

In the case of overdue accounts, Your Call Publishing Ltd will exercise their statutory right by referring the matter to the Small Claims Division of the County Court. We will also exercise our statutory right under the Late payment of Commercial Debts (Interest) Act 1998. In this respect, interest at the rate of 3% above base rate per 14 day period will be added, compounded in each 14 day period on any outstanding balance from the date of the invoice to the date of receipt in payment in full. Also, please be advised that in accordance with European Directive 2000/35/EC a debt recovery fee of £40 will be charged.

Advertising Rates

Your Call Publishing Ltd reserves the right to increase prices at any time with immediate effect, and any price changes will be communicated to the advertiser in advance. Advertisements that have been forward-booked to cover future issues (e.g. a series of four or six months) are protected from any such price increase for the period in question.

Cancellation of Adverts

The responsibility for the cancellation of adverts within a qualified booking confirmation period is upon the business or persons who booked the advert. Your Call Publishing Ltd must be contacted before deadline date to cancel the advert for the following two months. Where the advert is published without notice to cancel, the business or persons will be responsible for the new two monthly invoice.

If the business ceases trading and the advert is not cancelled, an invoice will still be raised for payment. If the proper notice has been received and an advertiser has paid in advance, a refund will be raised.

In the event that the advertiser cancels or does not conclude any series or multiple advertisements, the advertiser relinquishes the right to the discount or reduced rate that has been granted and the advertiser will be liable to pay the difference between the rate that has been charged and the rate that would have applied according to our published rate card.

Your Call Publishing Ltd is registered in England No: 6849364. Registered office: 4 Fein Bank, Coventry, CV4 9XQ.
VAT No: 972338206.