

# PHYSIO MATTERS

## BOOKING FORM 2021

Please complete this form and return to the Editor: [erica.george@physiotherapy.org.nz](mailto:erica.george@physiotherapy.org.nz)

### Booking Details

Company Name	
Contact Name	
Email	
Telephone	

Please mark with an **X** the required advert size and month(s) from the selection below:

	February	April	June	August	October	December
Full Page						
Half Page						
Quarter Page						
Full Page Insert						

### Booking Deadlines

February Issue – 20 December

April Issue – 20 February

June Issue – 20 April

August Issue – 20 June

October Issue – 20 August

December Issue – 20 October

If this date falls on a weekend or a public holiday, please supply by the closest working day before.

### 2021 Advertising Rates

All prices exclusive of GST.

	1 issue	3 consecutive issues Discount of 10% (cost per issue)	6 consecutive issues Discount of 15% (cost per issue)
Full Page	\$840.00	\$756.00	\$714.00
Half Page	\$630.00	\$567.00	\$535.00
Quarter Page	\$410.00	\$369.00	\$348.00
Full Page Insert	\$1,200.00		

### Declaration

I have read and agree to the terms and conditions and payment conditions.

Signed: \_\_\_\_\_ Dated: \_\_\_\_\_

## TERMS AND CONDITIONS

### Conditions of acceptance of advertising

These conditions are deemed part of the contract issued by Physiotherapy New Zealand.

### Contract advertising

Series bookings apply to a specific volume of space which is contracted by the Advertiser for a specific period. In cases where the actual space taken for the period falls below the contract volume, Physiotherapy New Zealand will surcharge all space taken to the rate appropriate to the volume of space used.

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### Postponement or cancellation of space

Cancellations will be accepted up 5pm on the day of the booking deadline (20th of the month, two months before the issue is published e.g. the booking deadline for the April issue is 20th February). Full advertising rate will be charged for late cancellations after this date.

### Material

- a) All advertising material shall be delivered to the Publisher without expense to the Publisher.
- b) Inserts are to be sent directly to the printer by the advertiser or advertising agency by courier for tracking purposes. Any losses fall to the advertiser or advertising agency.
- c) Any expenses incurred following copy deadline date in trying to secure material (e.g. toll calls, freight, couriers etc.) shall be recoverable from the Advertiser or Advertising Agency and shall be charged out as a disbursement (noncommission bearing).
- d) Where new copy or instructions to repeat have not been received from a contract Advertiser by copy deadline date the Publisher reserves the right to repeat any previously run copy, or to compose or enter substitute copy at the Publisher's absolute discretion and charge full rates plus production.
- e) Where advertising material is not supplied to the specifications required, or requires correction, Physiotherapy New Zealand reserves the right to charge the advertiser for all production costs involved in preparing the advertisement for print.

### Rate changes

Physiotherapy New Zealand has the right to increase all or any advertising rates, subject to one month's notice for advertisers with forward bookings.

### Terms

Accounts for advertising space and production are due for payment on the 20th of the month preceding the month of publication. If this date falls on a weekend or a holiday, payment is due by the closest working day before. Advertisers and their Advertising Agencies are jointly and severally liable for payments due under any contract. For the purposes of this clause the month of publication is the cover date of the publication. Any costs, fees, legal expenses or commissions incurred in obtaining payment are to be charged to the advertisers account.

### Tax and levies

Any Government or industry taxes and/or levies are additional to the current rates structure shown on the Rate Card. GST (currently 15%) is payable on all payments from a New Zealand source and on such overseas advertising as may from time to time be deemed liable by the Inland Revenue Department.

### General

- a) The Publisher reserves the right to decline the insertion of any advertisement.
- b) The placement of an advertisement is at the Publisher's discretion.
- c) Casual displacement, rejection or omission of an advertisement does not invalidate a space order.
- d) While every care is exercised, the Publisher will not accept liability for any loss whatsoever incurred through error either in the content of an advertisement, or the incorrect appearance of an advertisement.

### Terms of acceptance of advertising copy

The Advertiser warrants and undertakes to the Publisher that no statement, representation or information contained in the supplied advertisement:

- a) is or is likely to be misleading or deceptive or to otherwise infringe the Fair Trading Act, 1987; or
- b) is at all defamatory, in breach of copyright, trademark or other intellectual or industrial property right; or
- c) is otherwise in breach of any provision of any Statute Regulation or rule of law.

The advertisement must also:

- a) Be of value to Physiotherapy New Zealand members.
- b) In accordance with the Medicines Act 1981 sections 57-59.
  - a. In summary these sections state you cannot make a therapeutic claim in your advertisement unless you have consent or evidence to the standard a medicine requires for consent.
- c) Comply with the Advertising Standards Authority code of Ethics and Therapeutic and Health Advertising, including claiming to cure or relieve or manage something. The advertisement needs to be about offering the service and list suitable conditions in which physiotherapy may be helpful.

The Advertiser acknowledges that Physiotherapy New Zealand relies on the provisions of this Clause in accepting the advertisement for production. The Advertiser hereby agrees to indemnify Physiotherapy New Zealand against all losses or costs, legal or otherwise, arising as a result of the publication of the advertisement.