

Swindon News – advertising terms and conditions

These conditions apply to all advertisements accepted for publication within Swindon News. Any other proposed condition shall be void unless incorporated clearly in written instructions and specially accepted to the publisher's approval of the copy and space being available.

The publisher reserves the right to omit or suspend an advertisement at any time, in which case no claim on the part of any advertiser for damages or breach of contract shall arise. Such omission or suspension shall be notified to the advertiser as soon as possible.

Every care is taken to avoid mistakes, but the publisher or its agents cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions.

The advertiser warrants that the advertisement does not contravene any Act of Parliament* nor is it in any way illegal or defamatory or an infringement of the British Code of Advertising Practice.

The advertiser will indemnify the publisher and its agents fully in respect of any claim made against the publisher arising from the advertisement.

The publisher will consult with the advertiser as to the way in which such claims are to be handled.

For the purpose of these conditions advertisers shall refer to the advertiser or his agents whichever is the principal. All advertisements are placed at the discretion of the editor.

* The Trades Description Act, or any copyright.

Generally, content that is not acceptable within Swindon News include, but are not limited to, events that contain, infer or suggest any of the following

- Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues.
- Disparagement or promotion of any person or class of persons.
- Promotion of events, businesses or products not suitable for persons of all ages.
- Promoting or inciting illegal, violent or socially undesirable acts.
- Promotion or availability of tobacco products, weapons, gambling or illegal drugs.
- Promotion or availability of adult or sexually orientated entertainment or materials.
- Events that infringe on any trademark, copyright or patent rights of another.
- Claims or representations in violation of advertising or consumer protection laws.
- Events that a reasonable citizen may not consider to maintain the dignity and decorum of Swindon Borough Council.

Swindon News will not enter into any advertising agreements with companies which provide services that are in direct competition with the council. This will also apply to any third party organisations seeking advertising on the council's behalf.