

EA REC + NAV Box 2

RIVER VIEWS

Advertising Rates

Effective from Autumn/Winter 1999 issue

Exclusive mail database of over 18,000 boat owners

Award winning publication -
*'Communicators in
Business Awards
1998'*

RIVER VIEWS

A free, free newsletter from the Environment Agency for
boat owners

Partnership to make

The Environment Agency
is joining forces with
British Waterways to
improve the waterways
for boaters and
the environment.
The partnership will
allow us to work
together to improve
the waterways and
the environment.
It will also allow us
to work together to
improve the waterways
and the environment.

The new partnership will also work
to improve the waterways and
the environment. It will also
allow us to work together to
improve the waterways and
the environment.

Simon McKeown, the Agency's head
of waterways and
the environment.



ENVIRONMENT AGENCY

EA - Rec & Nav.

NATIONAL LIBRARY &
INFORMATION SERVICE

HEAD OFFICE

Rio House, Waterside Drive,
Aztec West, Almondsbury,
Bristol BS32 4UD



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Photo: John Coombe

TERMS AND STANDARD CONDITIONS OF ACCEPTANCE

For the purpose of these conditions the term 'Advertiser' shall refer to a person, firm or company or his 'Advertising Agency' or 'Agency', who books the space and who is responsible for payment. 'Advertisement Copy' shall mean any advertising text, photographs, artwork or any other material intended or suggested for inclusion or reproduction in an advertisement. The term 'Advertisement' includes loose or other inserts where applicable. These conditions apply to all advertisements accepted for publication and the placing of an order for the insertion of an advertisement shall be deemed to be an acceptance of them.

1. All advertisements are accepted subject to the space being available and to the Publisher's approval of the copy. The Publisher reserves the right to refuse, amend, withdraw and otherwise deal with any advertisement submitted to him at his absolute discretion or to require any artwork or other material to be amended to meet his approval.
2. Any stipulation or condition applying to an order must be incorporated clearly in the written instructions to the Publisher. Any such stipulation or condition will not be recognised as binding unless specifically accepted and agreed to by the Publisher.
3. If the Publisher considers it necessary to modify the space or alter the date or position of insertions or make any other alterations, the Advertiser shall have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control.
4. The Publisher shall not be liable for any loss or damage, consequential or otherwise, occasioned by late publication or the failure of an advertisement to appear from any cause whatsoever. Whilst every care is taken during all stages of production to ensure accurate execution of orders (written or oral), no liability can be accepted by the Publisher for clerical or printer's errors or the consequences thereof.
5. 'Any queries concerning the reproduction or correctness of advertisements must be made in writing to the Publisher within 14 days of the publication date'.
6. 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 any other party's rights or an infringement of the British Code of Advertisements Practice.
7. The Advertiser will indemnify the Publisher fully in respect of costs, damages or other charges which the Publisher may incur as a result of legal action or threatened legal actions arising from the publication of an advertisement published in accordance with copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims are to be handled.
8. Advertisement rates are subject to revision at any time and orders are accepted on the condition that the price binds the Publisher only in respect of the next issue to go to press. In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rate.
9. Where a series discount is applicable it will be specified on the rate card.
10. Series Discounts are given only on the provision that none of the series of insertions booked is cancelled. Failure to complete the series renders the advertiser liable to pay a insertion rate at the series rate.
11. Advertisers placing direct 'money with order' advertisements are required to pay for their advertising space on placement of the order. No such advertisement will be accepted by the publisher without pre-payment.
12. Recognised Advertising Agencies will be allowed by the Publisher 10% commission on quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with.
13. Credit accounts are strictly 'net' and must be settled by the last business day of the month following the month of insertion. Overdue agency accounts will be subject to the immediate withdrawal of agency commission. If any account becomes overdue the Publisher reserves the right to make surcharges at the rate of 5% per month until payment is made. The Publisher also reserves the right to suspend insertions or terminate any contract on behalf of any account where payment is overdue. The Publisher may, at any time, and at his absolute discretion, refuse, suspend or cancel any credit account. Pre-payment advertisements will be accepted only on a pre-payment basis.
14. Advertisements must conform fully with the Publisher's requirements. I.e. camera ready artwork or film. The Publisher reserves the right to charge the Advertiser, at cost, for any additional expenses incurred by the Publisher where material does not conform to this requirement.
15. Copy must be supplied to the Publisher without application. If copy instructions are not received by copy date no guarantee can be given that proofs will be supplied nor corrections made and the Publisher reserves the right to repeat the most appropriate copy.
16. One voucher copy will be supplied to each display Advertiser for his reference. The Publisher will also supply tear sheets if requested.
17. The Publisher reserves the right to refuse to accept orders to stop or suspend the insertion of an advertisement, unless notice is received in writing not less than 3 weeks before the relevant copy date for monochrome advertisements and 10 weeks before the relevant copy date for colour or special position advertisements. In the event of such a request being received and accepted after these times the Publisher reserves the right to charge the Advertiser for any additional expenses involved in effecting such changes. If an Advertiser cancels the balance of a campaign, under the circumstances laid out in clauses 3 or 7 above, he relinquishes any right to that series discount to which he was previously entitled and all unearned series discount will be surcharged.
18. The Advertiser shall be responsible for the insurance of all artwork, photographs and other advertisement material delivered by him to the Publisher. No liability can be accepted for any loss or damage. The Publisher reserves the right to destroy all artwork which has been in his/her custody for twelve months from the date of last appearance unless instructions are given to the contrary.
19. The name, address and any other relevant information for the actual advertiser, whether for publication or not, must accompany each advertisement.
20. The Advertiser shall, where possible, include an alphabetical index to the display Advertisers in the publication. The index must not be accepted for any error in, or omission from, such an index.
21. The placing of an order by the Advertiser or Advertising Agent for the insertion of an advertisement/s shall be deemed acceptance of the above conditions. Any form of order supplied to the Publisher bearing other conditions shall be void in so far as they are in conflict with those above.

CREATE A SPLASH - BY ADVERTISING IN RIVER VIEWS

River Views - the Environment Agency's twice-yearly newsletter to boat owners continues to be open to advertising, creating a unique opportunity to reach a wide range of readers.

The award-winning publication is mailed to over 18,000 boat owners registered with the Agency. It offers access to a select database - largely in the 35 - 65 age range and the A1- C2 category - for companies selling to people with active, outdoor lifestyles, living primarily in East Anglian and South East Regions of the UK.

Another 7,000 copies go to visitors at the shows and exhibitions attended by the Agency around the country - including the London International Boat Show.

Produced: In April and November
By: The Environment Agency, Rio House, Waterside Drive,
Aztec West, Bristol, BS32 4UD

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Cover Date
Spring/Summer
Autumn/Winter

Distribution Date
Early April
Early November

ADVERTISING RATES (ALL EXCLUSIVE OF V.A.T.)

Sizes

Whole Page

Mono	£4,200	380 x 256mm
Full colour	£5,250	

Half Page

Mono	£2,200	190 x 256mm
Full colour	£2,750	

Quarter Page

Mono	£1,160	95 x 256mm
Full colour	£1,450	or 190 x 128mm

Elghth Page

Mono	£600	95 x 128mm
Full colour	£750	or 47 x 256mm

Classified (Mono)

Semi Display per s/c cm £32 minimum 3cms.

Spot colour is available on request at 10% extra above the mono rate.

Loose inserts: £30 per thousand, subject to availability.

Agency Discount 10%

Cancellation: Six weeks prior to publication.

Invoice Notification: Advertisers must settle accounts one month following publication.

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