

# medical FORUM

WA's Independent Monthly for Health Professionals



## 2020 Media Kit Advertising Guidelines

(08) 9203 5222 | [mm@mforum.com.au](mailto:mm@mforum.com.au)

# Terms & Conditions



## The contract

Written confirmation of an advertisement or sponsorship booking by the advertiser or agency is considered a 'contract'.

## Approval

Advertisements submitted to *Medical Forum WA* are subject to approval by the publisher Bellagio Australia Pty Ltd T/A HealthBooks. The publisher reserves the right to reject any advertisement or copy for editorial reasons.

The words 'Advertising Feature' will be placed above or below advertising copy which, if in the publishers' opinion, could be confused by readers as editorial.

## Cancellations

No cancellations will be accepted after the booking deadline. This applies also to any overdue material. Space will be charged at 50 per cent of the booked rate for any cancellations made within seven days of the booking deadline.

## Discounts

When booking for multiple editions, advertisers are eligible for discounts (usually 10% for three or more listings). Discounts do not normally apply to Inserts or Major Sponsorships.

If multiple bookings are cancelled to below the threshold for discounts, advertisers who have been discounted must pay at the standard (non-discounted) rates for ads that have already run.

## Indemnity

Advertisers are responsible for ensuring that advertisements comply with Commonwealth, State and Territory laws. It is the responsibility of the advertiser to ensure that advertisements comply with the Trades Practices Act 1974 as amended. All advertisements are accepted for publication on condition that the advertiser indemnifies the publisher and its servants against all actions, suits, claims, loss and or damages resulting from anything published on behalf of the advertiser.

## Other Services Offered

With over 100 years' combined experience working with the medical profession, *Medical Forum's* team also offers:

- A comprehensive up-to-date database of all WA doctors, for use by approved clients.
- Marketing advice for your best communications package.
- Graphic Design at competitive rates, whatever the task.

## Contacts

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### Graphic Design

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