



The BMW Club  
United Kingdom & Ireland



# Small Business Advertising in the BMW Club Journal

## 2022 Rates & Information for Advertisers

### Rates

The following information is valid until 31<sup>st</sup> December 2022. Small Business (text) Adverts are 20p/word per insertion + VAT. We offer a discount of 5% for 6 months prepaid bookings or 10% for 12 months prepayment or even 20% for 24 months prepayment. We also offer an additional 5% discount for adverts of 50 words or over. If that weren't enough discounting, should you offer discount for Club members making use of whatever you are advertising we will match that as a discount on the cost of your advert.

Please note that all telephone numbers, web and email addresses count as **TWO** words regardless of the punctuation used.

### Copy

Copy is to be submitted by email as plain text. Whilst we take every care to transcribe text as submitted we cannot be responsible for typographic errors or the correction of errors in the original copy though we will try to notify you if we spot any errors when you submit the text.

It is the responsibility of the Advertiser to check the advertisement on first publication and notify us of any errors or omissions. If there are changes and they result in a new cost then a new invoice will be drawn up for the new amount but starting the moment of notification and a pro-rata credit will be applied for already posted adverts.

### Deadlines

The deadline for acceptance of advertisements is the 1<sup>st</sup> of every month for inclusion in the Journal published towards the end of that month. Publication of any advertisement is at the discretion of the Editor whose decision is final.

### Payment

Payment for all advertisements is due on publication. We will send you an invoice which should be paid by return. Payment may be made by Sterling Cheque or Electronically (bank transfer) following the instructions on the Invoice. We regret that we cannot accept Debit or Credit Card payments, PayPal or Foreign Currency payments.

Where payment is not received in accordance with the above terms, the advertisement will be withdrawn from all future issues of the Journal. It may be reinstated at the Editors discretion if payment is subsequently received. No credit for "missed" issues will be given.

### Renewal

Unless the advertiser specifically requests that the advertisement be withdrawn at the renewal date, it will continue to run and a further invoice will be issued which is payable on the same terms.

### Small Print

1. The Editors decision on acceptance of advertisements for publication is final.
2. No liability in respect of loss or damage through non-publication or errors in the text will be entertained.
3. No refunds for cancellation of series ads.
4. 'The BMW Club' is the trading name of The B.M.W. Motorcycle Club Ltd. a company limited by guarantee. Registered in England, registration Number 4261129. Registered office: c/o Myerson Solicitors LLP, Grosvenor House, 20 Barrington Road, Altrincham WA14 1HB