

## Advertising in Chainlink

The following outlines the terms and conditions for advertising in the CMA UK magazine (Chainlink).

### 1 General

- We will include a limited amount of advertising in each issue of Chainlink
- There will be a **maximum** equivalent of two pages of advertising in each issue.
- Individual adverts may be placed on different pages of the magazine (i.e. there will **not** be a specific "classified adverts" section)
- The location of an advert in the magazine will be at the discretion of the editor
- Advertisers will **not** be able to specify the location of an item in the magazine
- Adverts will be placed for two consecutive issues (we usually have three issues per year : Spring / Summer / Winter : issue dates are not fixed)

### 2 Priority of Placement

- In the event of demand exceeding capacity, the placement of an advert in the magazine will be prioritised as follows :
  - 1 Adverts placed by members
  - 2 Adverts placed by Christian organisations
  - 3 Bike-related adverts
  - 4 Other
- If the space allocation is full, priority will be given to existing items (i.e. those that have still to be published for the second of their two entries)

### 3 Subjects and Content

- Adverts should be for suitable subjects including :
  - events
  - products (e.g. biking accessories)
  - services (e.g. insurance / legal / recovery)
  - accommodation (e.g. hotels / b&b's / hostels)
  - business (e.g. printing / accountancy)
  - etc.
- Adverts for individual "items for sale" (bikes, tools, clothing, etc.) will **not** be accepted
- Advertising material must **not** include words or images that may cause offence, or be perceived to have the potential to do so  
The Chainlink editor will have the final say in such matters
- The advertiser is fully responsible for the content of the advert
  - Chainlink editorial is not responsible for errors originating from the advertiser's material (spelling, etc.)
- If a CMA member submits advertising material on behalf of a third party, they must accept all responsibility for the content

### 4 Material

- All items must be submitted in their final format; i.e. text graphics and or image(s) must be as the advertiser requires them to be displayed
- The magazine is produced in mono (black and white), with internal colour pages being an exception  
Note : where this happens, the additional cost of printing is fully covered by a donor
- Any advertisement submitted with coloured text or images will be printed in black and white  
Costs will not be refunded / reduced if the advertiser has not taken this into account
- All material should be submitted by
  - email to [chainlink@bike.org.uk](mailto:chainlink@bike.org.uk)
  - or
  - cd / dvd to  
Editor : Chainlink  
c/o Pentire Solutions Ltd  
4 Queens Crescent  
Burgess Hill  
West Sussex  
RH15 9EU

Include contact details of sender (telephone AND email)

- Receipt of material will be acknowledged, with information about placing (see Priority of Placement, above)
  - If there is a (potential) problem with the material / content, the sender will be contacted as soon as this is identified
  - Each advert in the magazine will be "boxed" when placed
  - Material received after the closing date for submissions for an issue will **not** be accepted
- Submission dates for forthcoming issues are in each edition and also emailed to members

## 5 Size and Costs

- There are three sizes of advertisement (related to an A4 page size).  
The following shows the costs for **two issues** (showing CMA members' discounted costs)
  - Eighth page £50 (members : £ 35)
  - Quarter page £75 (members : £ 52)
  - Half page £100 (members : £ 70)
- For the cost of placement in more than two issues, email the editor ( [chainlink@bike.org.uk](mailto:chainlink@bike.org.uk) ) with the requirements to obtain information
- Payment must be received, and funds cleared, before advertising material can be inserted into the magazine
  - Payment by cheque to CMA (UK)
  - Cheque to be sent to the address given above for emailed items or with cd / dvd material
- There will be no refund following the retraction of an advertisement by the advertiser following the first issue
- If an advert is removed by the editor (e.g. upon request of the National Executive), a refund of 30% may be given

This policy will be reviewed regularly by the Chainlink editor and the National Executive.

If you know of any business, organisation or event organisers who might wish to take the opportunity to advertise in Chainlink, please pass this information on.

If you have any comments or queries relating to any of the information above, please contact the Chainlink editor ( [chainlink@bike.org.uk](mailto:chainlink@bike.org.uk) ).