



Terms and Conditions

The following terms and conditions apply to the Bloemfontein Lifestyle Advertising Contract between Bloemfontein Lifestyle (PTY) Ltd, the person or entity identifies as the Client in the Contract and the person or entity signing the Contract.

Content requirements:

- All pictures and videos should be supplied by clients and the standard of the content should be that of Bloemfontein Lifestyle standards.
- The Client is responsible for meeting picture specifications and agrees to deliver the content by the deadline.
- All advertising is subject to Bloemfontein Lifestyle's approval, and Bloemfontein Lifestyle reserves the right to reject any advertising.
- Any advertising alterations are the responsibility of the Client.
- Client also has an option to appoint Bloemfontein Lifestyle for content creation/photography services. Discounted fees can be arranged on request.

Payment terms:

- Prepayment is required for all Clients for the first month's advertisement fee.
- Bloemfontein Lifestyle shall deduct on the 1st of every month. Clients should ensure that there are funds available.
- In the event that the account becomes in arrears by 30 days past due all scheduled advertising will be cancelled and Client's account will incur a monthly interest charge of 10% of the outstanding balance until all fees are paid.

Public Liabilities:

The Client shall indemnify and hold Bloemfontein Lifestyle harmless from and against any loss, expense (including attorney fees) or other liability resulting from any claim or suit for defamation, slander, plagiarism, illegal competition or trade practice, false or misleading



advertising, infringement of trademark, service mark, trade name, infringement of copyright or proprietary rights, violation of the right of privacy or any other claim or suit of any nature from

the advertising provided by the Client or based on material or information furnished by the Client to Bloemfontein Lifestyle.

Changes/Cancellations:

- Any changes to the Contract made by the Client must be made in writing to Bloemfontein Lifestyle prior to the published advertisement deadline.
- No cancellations by the Client will be permitted after the published advertisement deadline.
- Bloemfontein Lifestyle has the right to cancel the Contract at any time upon the default or delay by the Client in the payment of any amount due or other material breach on the part of the Client. Upon such cancellation all fees for advertising not previously paid shall become immediately due and payable. The Client shall have no claim for damages against Bloemfontein Lifestyle for breach of the Contract.

Inability to publish:

Should Bloemfontein Lifestyle be unable to publish at the time specified in the Contract due to any cause of any kind beyond Bloemfontein Lifestyle's reasonable control, such as, but not limited to, strikes or other labour difficulties, war, riots, changes in laws and regulations, other acts of government authorities, inclement weather, fire, flood, delays in transportation of material or inability to obtain timely delivery of material from suppliers, Bloemfontein Lifestyle will not be liable to the Client. In the event of such delay, Bloemfontein Lifestyle will notify the Client with a reasonable time and it is agreed that the time for publication shall be extended for a period of time at least equal to the time lost by reason of the delay.

Non-exclusive:

Clients agree that they do not have advertisement exclusive rights on Bloemfontein Lifestyle platforms including website and social media pages. Clients are able to negotiate exclusive rights and such agreement will be entered under a different advertisement contract.



Why Bloemfontein Lifestyle

We are known for promoting luxury. We publish quality over quantity. When you advertise with us you are likely to get the following benefits:

- **Status & Recognition**

Receive nationwide recognition and celebration of service excellence. Our magazine is Online, therefore it can be accessed at anytime from anywhere in the world.

- **Credibility**

Build your brand credibility.

- **Loyalty**

Increase customer loyalty.

- **Promotion**

Receive brand exposure through Bloemfontein Lifestyle online marketing campaigns and promotions.

- **Target Audience**

Boost awareness among your target audience.

- **Customer Growth**

Expose your brand to an entirely new market of customers.

- **Community of Leading Luxury Brands**

Connect with leading luxury brands on local and international level.