

# Maungaraki Views

Community Newsletter | Our News & Views

## Advertising Terms & Conditions

### 1) Definitions

**MCA/Publisher:** Maungaraki Community Association (a volunteer-run, non-profit).

**Newsletter:** *Maungaraki Views*, published every two months.

**Advertiser:** The individual or organisation booking and paying for space.

**Advertising Material/Artwork:** Any copy, images, logos, or other content supplied for publication.

**Rate Card & Specs:** MCA's current price list, sizes, deadlines, and technical specifications (as updated from time to time).

### 2) Booking & Acceptance

2.1. Bookings are confirmed when MCA issues written acceptance (email is sufficient) or when the Advertiser submits Artwork after receiving a quote.

2.2. MCA may decline, cancel, or remove any advertisement at its sole discretion and without liability if it considers the content unsuitable, unlawful, misleading, or inconsistent with community standards.

2.3. By placing a booking or supplying Artwork, the Advertiser accepts these Terms & Conditions and the current Rate Card & Specs.

### 3) Publishing Schedule & Distribution

3.1. The Newsletter is published **bi-monthly** on the following cycle: **Dec–Jan, Feb–Mar, Apr–May, Jun–Jul, Aug–Sep, Oct–Nov.**

3.1.1. **Deadlines:** All **advertising bookings and final artwork** must be received **by the 10th of the second month** of each issue period (i.e., **Jan, Mar, May, Jul, Sep, Nov**).

3.2. Print run and distribution areas may vary by issue and are not guaranteed. Delivery is performed by volunteers and may be affected by weather, access, or other factors.

3.3. MCA does not guarantee readership levels, responses, enquiries, or sales outcomes from any advertisement.

### 4) Sizes, Technical Specifications & Delivery of Artwork

4.1. The Advertiser must supply Artwork that meets the current Specs (e.g., correct dimensions, CMYK colour, 300 dpi, fonts embedded, PDF/X-1a preferred; high-res PNG / JPG accepted for images; safe margins and bleed where required).

4.2. MCA may charge a reasonable fee for correcting or resizing Artwork that does not meet Specs, or may refuse to publish it.

4.3. If Artwork is not received by the deadline, MCA may (at its option):

- (a) run the most recent Artwork on file;
- (b) replace the space with editorial or another advertisement; or
- (c) cancel the ad and charge any applicable cancellation fee.

4.4. Colour reproduction in print may vary from on-screen proofs; minor variation is not a fault.

4.5. The Advertiser warrants all supplied content (including logos, fonts, images) is licensed for print use and free from third-party claims.

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## 5) Placement, Positioning & Editorial Adjacency

5.1. Position requests (e.g., back page, inside front) will be considered but are not guaranteed unless expressly confirmed in writing and, where applicable, charged at the premium rate.

5.2. MCA reserves the right to determine layout and placement, including adjacency to editorial content.

5.3. Advertorial or sponsored content must be clearly labelled; native ads disguised as editorial are not permitted.

## 6) Proofing & Approvals

6.1. If MCA designs the ad or makes substantive changes, one proof round is included. Additional changes may incur a fee.

6.2. Where a proof is provided, the Advertiser is responsible for checking all details (contact information, prices, legal disclaimers). Approval must be provided by the stated deadline.

6.3. If approval is not received by deadline, MCA may publish the latest proof/version at the Advertiser's risk, or withhold publication.

## 7) Rates, Invoicing & Payment

7.1. Rates are as per the current Rate Card & Specs and may change with reasonable notice.

7.2. MCA is **not GST-registered**. Rates are charged with **no GST**. If MCA becomes GST-registered in the future, GST will apply from the effective date notified.

7.3. Invoices are issued on booking or upon publication at MCA's discretion. Payment is due within **7 days** of invoice date unless otherwise stated.

7.4. MCA may require pre-payment for first-time Advertisers or at its sole discretion.

7.5. Late payments may attract: (a) a reasonable late fee and interest at up to 2% per month on overdue amounts; and (b) recovery of reasonable collection costs, including legal costs on a solicitor-client basis.

## 8) Cancellations, Changes & Missed Deadlines

8.1. Cancellations or material changes must be received **before the booking deadline**; otherwise cancellation fees may apply.

8.2. If cancelled **after the artwork deadline**, the full booking fee may be charged.

8.3. Unless MCA receives written email instructions from the Advertiser to stop, the advertisement will continue to run in line with these Advertising Terms & Conditions.

8.4. If MCA cannot publish an ad due to its own error or omission, MCA will offer, at its option, a make-good placement in a future issue or a credit/refund up to the amount paid for the affected ad. This is the Advertiser's sole remedy.

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### 9) Content Standards & Legal Compliance (NZ)

9.1. All advertising must comply with New Zealand law and industry standards, including (as applicable): Advertising Standards Authority (ASA) Codes, Fair Trading Act 1986 (misleading & deceptive conduct), Consumer Guarantees Act 1993, Sale and Supply of Alcohol Act 2012, Gambling Act 2003, Therapeutic & Health Advertising Code, and any other relevant codes or legislation.

**9.2 Election & Political Advertising:** For any election-related or advocacy advertising, the Advertiser is solely responsible for complying with the Electoral Act and Electoral Commission guidance, including accurate promoter statements and truthful representations (e.g., correct use of “List MP” or electorate titles). Maungaraki Views and the Maungaraki Community Association (MCA) do not vet or verify political advertising and may refuse or remove material that, in their view, is non-compliant, misleading, or inappropriate. Publication does not imply endorsement. The Advertiser warrants that all information supplied is accurate and lawful. To the fullest extent permitted by law, Maungaraki Views and the MCA accept no responsibility and will not be liable for any errors, omissions, misstatements, or consequences arising from the advertisement’s content. The onus remains entirely with the Advertiser to ensure their advert is correct.

**9.3. Prohibited content includes:** unlawful, defamatory, discriminatory, hateful, or offensive material; counterfeit or unsafe products; scams; and content that undermines community safety.

**9.4. Claims** (price, performance, testimonials) must be substantiated. Comparative claims must be fair and verifiable.

### 10) Intellectual Property & Licence

10.1. The Advertiser retains IP in its supplied materials. The Advertiser grants MCA a non-exclusive, royalty-free licence to reproduce the ad in the relevant issue(s) and to re-publish it non-commercially in MCA’s digital channels and archives (e.g., PDF/website/social), for record-keeping and community information purposes.

10.2. MCA-created designs remain MCA’s (or MCA’s designer’s) IP until paid in full; upon payment, MCA grants the Advertiser a non-exclusive licence to use the specific creative for the booked placement(s). Any broader use requires MCA’s prior written consent.

### 11) Liability & Indemnity

11.1. To the maximum extent permitted by law, MCA’s total liability for any claim relating to an advertisement is limited to the amount paid for the affected ad placement. MCA is not liable for indirect or consequential loss (including lost sales, reputation, or business opportunities).

11.2. The Advertiser indemnifies MCA, its officers, volunteers, and agents against all claims, losses, damages, and costs arising from the advertisement or the Advertiser’s breach of these Terms or law (including IP infringement, defamation, or regulatory non-compliance).

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## 12) Privacy & Data

12.1. MCA may collect basic contact and billing details for booking and invoicing. MCA handles such information in accordance with the **Privacy Act 2020**.

12.2. Advertisers must not include QR codes or links that collect personal data unlawfully or without a compliant privacy notice.

## 13) Force Majeure

13.1. MCA is not liable for delay or failure to publish due to events beyond its reasonable control (e.g., extreme weather, supply chain or print failures, volunteer unavailability, pandemics, industrial action). Where feasible, MCA will offer a make-good or credit.

## 14) Suspension & Termination

14.1. MCA may suspend or cancel current/future bookings if amounts are overdue, content is non-compliant, or community standards are breached.

14.2. Any prepaid amounts for suspended/cancelled ads due to Advertiser breach may be forfeited.

## 15) Changes to Terms, Rates & Specs

15.1. MCA may update these Terms, the Rate Card, and Specs from time to time. The version in force at the time of booking will apply to that booking.

15.2. For recurring bookings, MCA will notify Advertisers of material changes where reasonably practicable.

## 16) Governing Law & Disputes

16.1. These Terms are governed by the laws of New Zealand.

16.2. The parties will use good-faith efforts to resolve disputes promptly. If unresolved, either party may seek relief in the New Zealand courts. Venue is deemed to be Wellington region.

## 17) Community Fit & Ethical Standards

17.1. As a community publication, MCA prioritises content that benefits local residents and supports a safe, inclusive environment.

17.2. MCA may refuse ads that, in its view, undermine community cohesion or well being, even if otherwise lawful.

## 18) Contact

**Maungaraki Community Association**

135 Dowse Drive, Maungaraki, Lower Hutt 5010

**Email:** [views@maungaraki.co.nz](mailto:views@maungaraki.co.nz)

Rate Card & Specs: included in Schedules A–C above

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## Schedule A — Publishing Calendar (Informative)

- Issue periods: **Dec–Jan, Feb–Mar, Apr–May, Jun–Jul, Aug–Sep, Oct–Nov**
- **Booking & artwork deadline: 10th of the second month** of the issue period (Jan, Mar, May, Jul, Sep, Nov)
- **Distribution window:** within two weeks following the deadline (weather and volunteer availability permitting)

## Schedule B — Ad Sizes, Specs & Rates (Summary)

**Print page size:** A5 (148 mm × 210 mm). Include 3 mm bleed for full-page with bleed.

### PRINT AD SIZES & RATES (No GST)

- **Single Block** — 46 mm × 46 mm — **\$40.00**
- **Double Block** — 46 mm × 92 mm — **\$70.00** (save \$10)
- **Quarter Page** — 46 mm × 138 mm — **\$100.00** (save \$20)
- **Half Page** — 148 mm × 105 mm — **\$150.00** (save \$50)
- **Full Page** — 148 mm × 210 mm — **\$250.00** (save \$50)

**FILE FORMATS (PRINT):** PDF/X-1a preferred; CMYK; 300 dpi; fonts embedded; adhere to safe margins; supply 3 mm bleed for full-page where required. High-res PNG/JPG accepted for images.

**OPTIONAL DESIGN SERVICE:** Professional in-house ad design & copywriting — **\$50.00** (No GST). Includes one proof round; extra changes may incur a fee.

## Schedule C — Social Media Advertising Add-ons

**Facebook Ad (with any print booking):** **\$25** for **1× post per month** on the *MCA Maungaraki Community Facebook page* (~3,100+ followers, as at Aug 2025; subject to change).

**Bundle Offer — Boost Your Reach:** Add **\$25** to any print booking and we'll post your ad on **both** the *Maungaraki Community Association page* **and** the *Maungaraki Community Group page* (combined reach 3,100+ followers across the Hutt Valley including Maungaraki, Korokoro, Normandale, Petone, and Lower Hutt).

**Facebook-only (no print booking):** **\$25 per week** for one post on the *MCA Maungaraki Community Facebook page*.

**FACEBOOK AD SPECS:** 1080 × 1080 px; RGB; PNG file. Copy must be concise and suitable for social media. Posting time is at MCA's discretion within the relevant issue period.

**Editorial discretion:** The Editor reserves the right to decline any advert or post for any reason. Ads must comply with Facebook policies and NZ law/ASA Codes.