



The Chesterfield Post

Media Pack & Advertising Rates
October 2011

Why the Chesterfield Post?

The Chesterfield Post is not simply another online news website - a subsidiary of a faceless corporate giant which, by default, adds a website as an afterthought to their company's portfolio, then fills it with advertising forgetting that "content is king"! Nothing can be further from the truth.

This is a labour of love for a born and bred Chesterfield lass, who has the life and soul of Chesterfield at heart, and wants to enable the rest of Chesterfield and the immediate area to be able to access and open lines of communication with the Newsmakers, the MP's, the Councillors, the Mayor, the Sports clubs, the Business community, the older generation, mums and dads, teenagers, children - everyone and anyone that has an interest in their home town.

The Chesterfield Post does this by bringing you truly local news and interviews with all the people you really want to hear from. News events and stories as they break, sports coverage with all our local sports clubs getting involved, regular interviews with our Mayor and MP's, asking questions you would like put to them, support and coverage of local events, reviews of all the things you want to see reviewed such as films, clubs, live gigs, restaurants, theatre. It's all here.

Underpinned by a Forum where the public of Chesterfield can have their say too, it's the place where anyone can post a comment or story of what's on their mind and what's going on in their immediate neighbourhood - from losing a cat to major breaking news - if it's going on, we are reporting it!

Local businesses get great advertising exposure directly to their customers, with not only the chance to simply advertise across the site, but also to 'join the party' and contribute to their own unique 'advertorial' pages, bringing the opportunity to let us know their latest news too, giving us a bit more insight in to what's going on behind the scenes with our local business community, big and small.

The Chesterfield Post also carries regular recorded Audio and Video news bulletins.

Because of the way the site is built, we are giving the chance for people to become regular contributors to the Post, with our experienced reporters, a few 'cub' reporters flexing their journalistic ambitions while getting some live experience - and some veterans with major bylines to their name, we are able to allow anyone who has something worthwhile to say, the chance to say it, some of whom may become regular columnists if they prove their worth to our 'readership'.

This is an exciting opportunity for the Town, and we hope you will join us for the ride.

Message from The Editor

The aim of The Chesterfield Post is to be a multi-faceted, online, rolling media resource.

It's unique to Chesterfield - our aim being to 'get out there' and report on all things Chesterfield - the 'bus-stop' chatter - the things that really matter to the local communities and people in and around Chesterfield.

Where do people regularly hear from the local MP's? The Mayor? The Councillors who make decisions every day about how our money is spent? The local Community and Charity events and associations?

That's where The Chesterfield Post comes in! We are providing:

- News, both local and national, with a real community feel and a chance for people to really get their teeth into what's happening AND hear the views of all parties involved.
- We provide extensive sports coverage, for our local Football Clubs, large and small, Rugby Club, Cricket and all sporting clubs or associations that wish to be included and involved.
- Pages for our younger generation to discuss and review gigs, films and clubs, or wining, dining and Theatre reviews for the older 'kids'.
- Schools and Colleges pages to discuss all the good (and not so good if necessary) things they're doing along with other public service and Jobs pages.
- A secure forum which in itself, generates 'news' and a focus for the local interest pages.
- All this supplied as text and whenever possible, Audio and Video.

All this online and all interactive.

Our articles will be written using a 'blog' format, enabling us to allow people with any positive, interesting opinions or pastimes to submit their own articles and make comments.

Many people would enjoy the chance to see their writing reach a real audience. How many students are wanting to be journalists? The Chesterfield Post can start them off with a byline and experience alongside our experienced Journalistic team.

We are also uploading audio and video articles so visitors can hear and see for themselves the views of people in key positions.

It is a 'one-stop' Chesterfield magazine for everyone, covering all aspects of local life and news, with as much community involvement as possible.

For the community, with the Community and by the community, The Chesterfield Post is
“Getting Chesterfield Talking”!

Karen Johnson
Editor-In-chief

Advertising Specs

All Advertising rates are based on artwork supplied by email, at the relevant size (or larger at the same proportions) and using one of the file formats stated below - or The Chesterfield Post can create the artwork for you from your supplied content at no extra cost.

Static (non-moving image) accepted File Formats: .jpg, .gif, .eps, .tif, .pdf, .png

DESCRIPTIONS

Sizes for each ad format are as shown in the diagram on the left.

ROLLOVER POSITION

This refers to ad areas which contain more than one ad (up to 6) which randomly rotate at a rate of every 6 seconds. We have 2 rollover specs,

- 1) a 6 ad - 6 second display per ad
- 2) a 2 ad - 12 second display per ad

Exclusive display positions have no set display time as they will be the only ad in that position.

NO SPECIFIC POSITION

This is where an advertiser buys ad space which is then placed randomly within articles on the website and on any available number of pages. No choice of page.

SPECIFIC POSITION

This is where an advertiser buys ad space which is then placed on the advertisers chosen page(s) subject to availability (made known at time of booking).

MAIN HEADER PAGE POSITIONS

An ad space on the advertisers chosen main section page(s) subject to availability (made known at time of booking). These are the general (main) header pages for the menu listed categories within the site, eg: News, Sport, Entertainment etc.

| Advertising Rates - PAGE TOP BANNER Ads | | | | |
|--|---------------|----------------|----------------|----------------|
| DISPLAY PERIOD : | WEEKLY | MONTHLY | QUARTERLY | 6 MONTHLY |
| PAGE TOP BANNERS (with web-link if applicable) Size: W: 890px H: 100px | | | | |
| A random rolling display with up to FIVE other banners | | | | |
| Article Page position | £8.00 | £28.00 | £75.00 | £135.00 |
| Main Section Page positions | £25.00 | £90.00 | £240.00 | £435.00 |
| A random rolling display with up to TWO other banners | | | | |
| Article Page position | £15.50 | £55.00 | £150.00 | £275.00 |
| Main Section Page positions | £48.00 | £170.00 | £450.00 | £850.00 |
| An EXCLUSIVE display with no other banners | | | | |
| Article Page position | £30.00 | £100.00 | £280.00 | £500.00 |
| Main Section Page positions | call | call | call | call |
| HOME PAGE BANNERS - | | | | |
| A random rolling display with up to FIVE other banners | | | | |
| HOME PAGE TOP position | £50.00 | £180.00 | £480.00 | £870.00 |
| SITE SPONSORSHIP BANNER - | | | | |
| Displays on EVERY page on the website (includes exclusive and multiple banner displays) | | | | |
| FULL WEBSITE | - | £575.00 | £1,450.00 | £2,450.00 |

| Advertising Rates - PAGE BOTTOM BANNER Ads | | | | |
|--|---------------|----------------|----------------|----------------|
| DISPLAY PERIOD : | WEEKLY | MONTHLY | QUARTERLY | 6 MONTHLY |
| PAGE BOTTOM BANNERS (with web-link if applicable) Size: W: 890px H: 100px | | | | |
| A random rolling display with up to FIVE other banners | | | | |
| Article Page position | £6.00 | £21.50 | £58.00 | £105.00 |
| Main Section Page positions | £18.50 | £65.00 | £175.00 | £320.00 |
| A random rolling display with up to TWO other banners | | | | |
| Article Page position | £12.00 | £42.00 | £125.00 | £210.00 |
| Main Section Page positions | £35.00 | £130.00 | £375.00 | £745.00 |
| An EXCLUSIVE display with no other banners | | | | |
| Article Page position | £25.00 | £90.00 | £250.00 | £450.00 |
| Main Section Page positions | call | call | call | call |
| HOME PAGE BANNERS - | | | | |
| A random rolling display with up to FIVE other banners | | | | |
| HOME PAGE BOTTOM position | £25.00 | £90.00 | £250.00 | £450.00 |
| SITE SPONSORSHIP BANNER - | | | | |
| Displays on EVERY page on the website (includes exclusive and multiple banner displays) | | | | |
| FULL WEBSITE | - | £500.00 | £1,250.00 | £2,000.00 |

| Advertising Rates - STANDARD SIDEBAR Ads | | | | |
|---|---------------|----------------|----------------|----------------|
| DISPLAY PERIOD : | WEEKLY | MONTHLY | QUARTERLY | 6 MONTHLY |
| STANDARD SIDEBAR AD (with web-link if applicable) Size: W: 198px H: 100px | | | | |
| A random rolling display with up to FIVE other ads | | | | |
| Article Page position | £6.00 | £21.50 | £58.00 | £105.00 |
| Main Section Page positions | £18.50 | £65.00 | £175.00 | £320.00 |
| A random rolling display with up to TWO other ads | | | | |
| Article Page position | £12.00 | £42.00 | £125.00 | £210.00 |
| Main Section Page positions | £35.00 | £130.00 | £375.00 | £745.00 |
| An EXCLUSIVE display with no other ads | | | | |
| Article Page position | £25.00 | £90.00 | £250.00 | £450.00 |
| Main Section Page positions | call | call | call | call |
| HOME PAGE STANDARD SIDEBAR AD - A random rolling display with up to FIVE other ads | | | | |
| HOME PAGE SIDEBAR position | £25.00 | £90.00 | £250.00 | £450.00 |
| SITE SPONSORSHIP STANDARD SIDEBAR AD - Displays on EVERY page on the website (includes exclusive and multiple ad displays) | | | | |
| FULL WEBSITE | - | £500.00 | £1,250.00 | £2,000.00 |

| Advertising Rates - LARGE SIDEBAR Ads | | | | |
|--|---------------|----------------|----------------|----------------|
| DISPLAY PERIOD : | WEEKLY | MONTHLY | QUARTERLY | 6 MONTHLY |
| LARGE SIDEBAR AD (with web-link if applicable) Size: W: 198px H: 220px | | | | |
| A random rolling display with up to FIVE other ads | | | | |
| Article Page position | £7.00 | £26.00 | £67.50 | £120.00 |
| Main Section Page positions | £22.50 | £77.50 | £200.00 | £375.00 |
| A random rolling display with up to TWO other ads | | | | |
| Article Page position | £14.00 | £50.00 | £130.00 | £240.00 |
| Main Section Page positions | £45.00 | £145.00 | £395.00 | £750.00 |
| An EXCLUSIVE display with no other ads | | | | |
| Article Page position | £50.00 | £170.00 | £400.00 | £725.00 |
| Main Section Page positions | call | call | call | call |
| HOME PAGE LARGE SIDEBAR AD - A random rolling display with up to FIVE other ads | | | | |
| HOME PAGE SIDEBAR position | £35.00 | £125.00 | £300.00 | £550.00 |
| SITE SPONSORSHIP LARGE SIDEBAR AD - Displays on EVERY page on the website (includes exclusive and multiple ad displays) | | | | |
| FULL WEBSITE | - | £600.00 | £1,500.00 | £2,500.00 |

| Advertising Rates - SKYSCRAPER SIDEBAR Ads | | | | |
|--|---------------|----------------|------------------|------------------|
| DISPLAY PERIOD : | WEEKLY | MONTHLY | QUARTERLY | 6 MONTHLY |
| SKYSCRAPER SIDEBAR AD (with web-link if applicable) Size: W: 198px H: 500px | | | | |
| A random rolling display with up to FIVE other ads | | | | |
| Article Page position | £9.00 | £32.00 | £80.00 | £150.00 |
| Main Section Page positions | £28.00 | £100.00 | £250.00 | £450.00 |
| A random rolling display with up to TWO other ads | | | | |
| Article Page position | £17.50 | £65.00 | £170.00 | £300.00 |
| Main Section Page positions | £50.00 | £175.00 | £450.00 | £825.00 |
| An EXCLUSIVE display with no other ads | | | | |
| Article Page position | £60.00 | £220.00 | £500.00 | £875.00 |
| Main Section Page positions | call | call | call | call |
| HOME PAGE LARGE SIDEBAR AD - | | | | |
| A random rolling display with up to FIVE other ads | | | | |
| HOMEPAGE SIDEBAR position | £50.00 | £175.00 | £450.00 | £850.00 |
| SITE SPONSORSHIP LARGE SIDEBAR AD - | | | | |
| Displays on EVERY page on the website (includes exclusive and multiple ad displays) | | | | |
| FULL WEBSITE | - | £600.00 | £1,750.00 | £2,850.00 |

Advertising Rates - ADVERTISER EDITORIAL Pages

The Chesterfield Post offers the chance for businesses to 'buy their own page'.

This will be an opportunity to not only advertise your business, club or pastime, but to gain a regular 'audience' as you contribute content to your page, as often as you like. It's like being the editor of your own newspaper page in a micro site!

Other adverts will still display on that page, but the Advertiser has first and exclusive choice of any one of the advertising positions. The Chesterfield Post would then fill all remaining spaces with normal advertising, unless the advert conflicts or is in direct competition with your page and business.

The Advertiser can then upload text, images, video suitable for your purpose, (content subject to terms agreed).

It's a great way to have a web presence if you don't have a website already, or even to boost traffic if you do - an easy way to reach a ready made, new audience!

| DISPLAY PERIOD : | MONTHLY | QUARTERLY | 6 MONTHLY | YEARLY |
|---|----------------|------------------|------------------|---------------|
| ADVERTISER EDITORIAL PAGE AND ADVERT | | | | |
| Complete access to upload your own content as often as you want to! | | | | |
| | £400.00 | £750.00 | £1,400.00 | £2,500.00 |

Advertising Rates - CHARITY EDITORIAL Pages

The Chesterfield Post also offers the chance for Charities to have an advertorial page **FOR FREE**.

This will be specifically for registered charities who don't have a business to advertise, but have too much to say about their Charity to use the messageboard. Again, this would be subject to terms regarding suitable content, but the user would have their own page to upload content to regarding their charity. Advertising would still be sold for these pages as normal.

With this in mind, rates for Charity Editorials are FREE.

NOTE: NO direct advertising within the uploaded content for any businesses will be allowed on these pages, without prior permission from The Chesterfield Post and the page will be terminated with no refund if this condition is abused.

Advertising Rates - Basic 'Lineage style' Listings

The Chesterfield Post Listings section will be a weekly updated list of Jobs, Properties,, Pub events, Hotel offers, Vehicles etc. Like a traditional 'lineage' ad, these have a limited word count for the description and contact details plus a web-linked Logo. Other adverts will still display on that page.

| DISPLAY PERIOD : | WEEKLY |
|--|-------------------|
| BASIC LISTINGS (JOBS, PROPERTY, CAR, PUBS, RESTAURANTS) PAGES | |
| Basic Listings will be advertised on a weekly basis only | |
| | £5.00 per listing |

Advertising Rates - PUBLIC EDITORIAL Pages

Members of the public can also 'buy their own page'.

This is for those people who don't have a business to advertise, but would like to gain exposure for their club, association, hobbies or interests.

Again, this would be subject to terms regarding suitable content, but the user would have their own page on which to upload content. Advertising would still be sold for these pages as normal.

With this in mind, rates for Public Editorials are lower. NOTE: NO direct advertising within the uploaded content for any businesses will be allowed on these pages and the page will be terminated with no refund if this condition is abused.

| DISPLAY PERIOD : | MONTHLY | QUARTERLY | 6 MONTHLY | YEARLY |
|---|---------|-----------|-----------|---------|
| PUBLIC EDITORIAL PAGE | | | | |
| Complete access to upload your own content as often as you want to! | | | | |
| | £20.00 | £54.00 | £92.00 | £145.00 |

Advertising Rates - CLASSIFIED Pages

The Chesterfield Post 'Classifieds' section is part of the Forum and will be free to use. It will be a simple descriptive sentence contact and/or link with images if required.

No commercial sales or listings will be allowed in Classifieds.

TERMS & CONDITIONS

BY USING THE CHESTERFIELD POST WEBSITE YOU AGREE TO THESE TERMS AND CONDITIONS.

1. Liability. The Chesterfield Post [hereafter "The Post"] accepts no liability in respect of the content of any third party material appearing on the Website or linked websites. The Post makes no warranty in respect of the contents of this Website and accepts no liability for any loss or damage whatsoever and however arising whether directly or indirectly as a result of access to and use of this Website including, without limitation acting or failing to act in reliance on any information contained herein.

2. Force Majeure. The Post does not warrant that any functions contained in the Website content will be uninterrupted or error free, that defects will be corrected, or that the Post or the server(s) where the website's hosted are free of viruses or bugs.

COPYRIGHT NOTICE AND LICENCE

1. Ownership. Except in the case of the Forums and any other content you create, the copyright in the Website and its contents belongs to The Post, or has been included with the consent of other copyright owners. Reproduction in any form, printing or downloading of part or all of the contents is prohibited unless stated in that content or agreed in writing with The Post.

2. Licence to copy for personal use: You may print copies of any item in hard copy provided that you do not edit alter amend or delete any part of it or combine it with other material. You may copy the material to individual third parties for their personal information only if you acknowledge this Website as the source of the information by including such acknowledgement and the address of The Post in the copy of the material AND you inform the third party that the material may not be copied or reproduced in any way. You may not supply the material to any third party for commercial gain.

3. No Transmission. No part of the Website or the contents thereof may be reproduced on or transmitted to or stored in any other web site or other form of electronic retrieval system.

SUBMITTING CONTENT

1. Ownership. If you submit content to The Post (including without limitation any text, photograph, graphics, video or audio), you grant The Post a licence to use, reproduce, modify, adapt, publish, create derivative works from, distribute and display in public that content in any form and media on or in connection with the Site, at no cost to us and for as long as we require and you warrant that you own or have rights to the intellectual property in such content and have the right to grant this licence. You waive any moral rights in your contribution. You will indemnify us and keep us indemnified from and against all costs, claims, damages and expenses made against or incurred by us as a result of a third party alleging that the use of such content by us infringes the intellectual property rights of a third party.

2. Submissions. When submitting content, you agree not to do any of the following:

- defame, abuse, harass, stalk, threaten or otherwise violate or infringe the rights of any person or entity (including, but not limited to, rights of intellectual property, confidentiality, or rights of privacy);
- upload or transmit any material which is unlawful, indecent, defamatory, hateful or racially, ethnically or otherwise offensive or objectionable, politically sensitive or of an obscene or menacing character, or that may cause annoyance, inconvenience or needless anxiety;
- upload or transmit files that contain software or other material protected by intellectual property laws unless you own or control the rights thereto or have received all necessary consents;
- upload or transmit any materials that infringe any patent, trademark, copyright or other proprietary rights of any third party;
- upload or transmit material that you do not have a right to make available under any law or contractual or fiduciary relationship (such as confidential information);
- upload or transmit any computer viruses, macro viruses, trojan horses, worms, corrupted files or anything else designed to interfere with, interrupt or disrupt the normal operating procedures of a computer;
- use the system of uploading or transmitting content (or any part thereof) in a way that may cause the system (or the servers or networks connected to the system) to be interrupted, damaged, rendered less efficient or such that the effectiveness or functionality of the system is in any way impaired;
- where you are not the author of any material you are uploading or transmitting, delete any author attributions, legal notices or proprietary designations or within the material.

3. Viruses. If you knowingly send or infect the Website with a virus, Trojan horse, worm etc, The Post retains the right at its sole discretion to pursue you for all legal fees (including its own and those of any third party), damages and other expenses that may be incurred by it as a result of your actions.

TERMS AND CONDITIONS OF ACCEPTANCE OF ADVERTISEMENTS

- "the Advertiser" means any person or company placing with The Post, an order for the publication of an advertisement on the website.

Orders for insertion of advertisements in The Post are accepted subject to the following conditions:

1. Warranty. The placing of an order constitutes a warranty from the advertiser and/or advertising agency to The Post:

- that the advertisement is legal, decent, honest and truthful, complying with the British Codes of Advertising and Sales Promotion, with any relevant codes of practice and with the requirements of current legislation; and
- that the advertisement is not defamatory and does not infringe the copyright moral rights or any other rights of any third party.

2. Links. No hyperlinks or metatags may be included in any advertisements save with the express prior permission of The Post.

3. Indemnity. The Advertiser and/or advertising agency agrees to indemnify The Post in respect of all costs, claims, damages, or other charges arising directly or indirectly as a result of the publication of the advertisement(s).

4. No Guarantee. While every endeavour will be made to meet the wishes of advertisers, The Post does not guarantee the publication of any particular advertisement or its publication on any particular date or in a particular part or edition of the Website or to be inserted under a particular Section.

5. Errors. It is the responsibility of the Advertiser/advertising agency to check the first appearance of any series of advertisements and notify The Post immediately of any errors. The Post assumes no responsibility for the correction of errors unless notified by the advertiser. In the event of any error, misprint or omission in the Website of an advertisement or part of an advertisement (however caused) the Post will either re-place the advertisement or relevant part of the advertisement as the case may be or make a reasonable refund of or adjustment to the cost. No re-publication, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement.

6. Limitation on Liability. In no circumstances shall the total liability of The Post for any error, misprint or omission exceed

- the amount of a full refund of any price paid to the Post for the advertisement in connection with which liability arose; or
- the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which liability arose.

7. Save as set out above, The Post accepts no liability in respect of any loss or damage occasioned directly or indirectly as a result of publication of any advertisement or any loss or damage occasioned directly or indirectly by any total or partial failure (however caused) of the website in which any advertisement is scheduled to appear.

8. Refusals and Amendments. The Post reserves the right to:

- Refuse any advertisement or if already accepted to cancel the order at any time, but in that event the Advertiser/advertising agency shall not be liable for payment of the difference (if any) between the rates for the series specified in the order and the usual price for the series of insertions which has appeared when the order is stopped; and
- require any alteration it considers necessary or desirable in any advertisement.

9. Cancellation. An advertising agency may cancel any unexpired part of an order without penalty in the event of the death or failure of its client. Orders cannot be cancelled once the Post has commenced to carry out the order in accordance with the first publication date requested by the advertiser. In other cases the Post will require seven clear working days notice of cancellation of any order or unexpired part of an order, or in the case of an advertisement which by reason of its position is chargeable at a premium rate, not less than fourteen clear working days notice. All cancellations must be notified in writing, Email notification of cancellation is acceptable.

10. Copyright. The copyright for all purposes in all artwork, copy, video, audio and other material which The Post has originated, contributed to or reworked shall vest in The Post. The Advertiser authorises The Post to record, reproduce, publish and broadcast (or to permit the same) all advertisements (including, but not limited to text, artwork, video and photographs) and to include and make them available electronic or otherwise.

11. Consents. The placing of an order by an Advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary authority and consents have been secured in respect of the use in the advertisement(s) (a) of pictorial or any other representations of (or purporting to be of) living persons, and of references to any words attributed to living persons and (b) any material the copyright in which vests in a third party.

12. Risk. Any material submitted by the Advertiser is held by The Post at the Advertiser's risk and should be insured by the Advertiser against loss or damage from whatever cause. The Post reserves the right to destroy without notice all such property after the date of its last appearance in an advertisement unless the advertiser has given instructions to the contrary.

TERMS & CONDITIONS... continued

13. Rates. The rates charged for the transmission of any advertisement shall be those set out in The Post's rate card in force at the time the order is placed. The rate card is subject to change at any time. Copies are available on request. It is the responsibility of the Advertiser to bring to The Post's attention at the time of booking any discount or allowance to which entitlement is claimed.

14. Time of Payment. Pre-payment is required for all new advertising. Accounts may be applied for after 5 (five) ads have been pre-paid and placed with The Post. Where pre-payment is no longer required, subject to completion and approval of a Credit Application Form, payment shall be made for each advertisement within fourteen days of the date of the invoice, except that payment of advertisements charged to an approved credit account shall be made no later than:

- that specified to the Advertiser when credit terms are granted; or
- the 30th day of the month following the month in which the invoice was dated.

Should the Advertiser be in breach of these terms, or of any contract with The Post, then the full amount in respect of all advertising published and all other amounts accruing from the Advertiser shall become due and payable. The Post reserves the right to withdraw credit facilities from any Advertiser at The Post's discretion subject to giving the Advertiser seven days written notice thereof, if practicable, or forthwith upon the issue of any Court proceedings against the Advertiser. All payments must be accompanied by the remittance advice issued by the Post or a similar document approved by the company. Any query in respect of an invoice must be brought to the attention of the Post in writing within seven days of its issue.

15. Late Payments The Post shall be entitled to charge statutory interest pursuant to the Late payment of Commercial Debts (Interest) Act 1998 (as amended 2002)/ The late payment of Commercial Debts (Rate of Interest)(Scotland) Order 2002 on all sums due at a current rate of 8% above the Bank of England base rate for the time being until payment is received.

Compensation for reasonable debt recovery costs arising from late payment will also apply at the following rate:

Debt up to £999.99 - £40
Debt £1000 to £9,999.99 - £70
Debt £10,000 plus - £100

The Post shall be entitled to add to any sums due any reasonable costs and expenses (including administrative costs) incurred by the Post in obtaining. The Post shall be entitled to an administration charge from the Advertiser of £25.00 in respect of any cheque tendered which is not met upon presentation (and to vary this charge at any time without notice). The Post reserves the right to exercise a lien over any documents or other property of the Advertiser in its possession if the Post's charges are not paid in accordance with these terms and the Post's rate card from time to time.

16. Data Protection. The Post will hold personal information obtained in dealings with customers and process it in accordance with the Post's Data Protection Notice. A primary use of Advertiser personal information is for the marketing purposes of the Post and its associated business partners. If an Advertiser does not wish for their personal information to be used for this purpose, it is the Advertiser's responsibility to indicate this at the time of booking the advertisement. Any subsequent request to remove consent for personal information to be used for marketing purposes should be submitted in writing.

17. Disclosure of Identity. The Post reserves the right to disclose the name and address and any other account details of advertisers and/or agencies to the police, trading standards officials, or any other relevant authority and, where The Post in its sole discretion deems it reasonable, to other third parties.

18. Acceptance. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's or advertiser's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.

DATA PROTECTION NOTICE & COOKIE POLICY

1. The Post is committed to protecting your privacy. The Post knows that you care how information about you is used and appreciates your trust in it to do that carefully and sensibly. At times you will be asked to submit personal information about yourself (name, email address, postcode etc.). By entering your details in the fields as requested you enable The Post to provide you with the services you select. Whenever you provide such personal information, The Post will treat that information in accordance with this notice and policy. All email correspondence includes instructions on how to 'unsubscribe' from the service to which you have subscribed. The Post will act in accordance with current legislation. This notice and policy do not apply to companies that The Post does not own or control.

2. Use of Data. The Post will use your personal details and information it obtains from other sources to provide you with its services, for administration and customer services, for marketing, to analyse your preferences and to ensure that the content, services and advertising that it offers are tailored to your needs and interests. The Post may keep your information for a reasonable period for these purposes. The Post may need to share your information with its service providers and with other associated companies for these purposes. The Post may disclose personal data in order to comply with a legal or regulatory obligation.

3. What are Cookies? Cookies are small pieces of information that a website might store on your computer or access device. They allow websites to remember who you are. Typically your browser will store each cookie as a small text file. A cookie will always contain the domain name of the originating website. For security, only the originating website has permission to read the cookie.

4. How Cookies are Used. When you log in to the Website the Post will set a cookie containing a randomly generated unique reference number. This anonymous number allows the Post to identify you. The Post will never store your personal information directly as a cookie. By default, user cookies will be session cookies. Session cookies are automatically deleted when you close your browser. To be recognised on your next visit to the Website you will have to log in once more. If, as you log in, you tick the checkbox labelled "Remember me on this computer", a persistent cookie will be set. Persistent cookies are not deleted when you close your browser, and will allow the Website to recognise you on your next visit. The use of persistent cookies is not advised on shared computers (such as in web cafes, schools, colleges, universities or public libraries).

5. The Edition Date. The Post also uses cookies to store the edition date when you access archived pages of the Website. Sometimes the Post might use cookies to store simple pieces of information such as whether or not you have voted in an opinion poll.

6. Why does the Post use Cookies? Cookies allow the Post to see how the Website is being used. This information forms the basis of future development work, and so enables the Post to continually improve its Website to best suit its users. They also allow the website to remember you when you log-in.

7. Third Party Cookies. Some of the advertisements you see on the website are generated by third parties. Some of these third parties generate their own cookies to track how many people have seen a particular advertisement and to track how many people have seen it more than once. These cookies cannot be used to identify an individual; they can only be used for statistical purposes, for example, in providing you with advertisements that are more relevant to your interests. Some of the information from third party cookies will be brought together with other anonymous information for statistical purposes. The third party companies that generate these cookies have their own privacy policies. Other than allowing these cookies to be served, we have no role to play whatsoever in these cookies (although we may use statistical information arising from these third party cookies and provided to us by third parties, to improve the targeting of advertisements to users of the website).

8. Disabling Cookies. Cookies can be easily deleted or disabled at any time through your browser's preference menus so please refer to the instructions for your file management software to locate the file or directory that stores cookies. Please be aware that if you do choose to disable cookies you may not be able to fully access certain areas of the Website. If you would like to disable "third party" cookies generated by advertisers or providers of targeted advertising services, you can turn them off by going to the third party's website and getting them to generate a one-time "no thanks" cookie that will stop any further cookies being written to your machine.

9. IP Address. When you visit our site, we may also log your IP address, a unique identifier for your computer or other access device.

10. Credit References. In assessing your application for credit, to prevent fraud, to check your identity and to prevent money laundering, the Post may search the files of credit reference agencies who will record any credit searches on your file. This may include using N2Check or an equivalent company. The Post may also disclose details of how you conduct your account to such agencies. The information will be used by other credit grantors for making credit decisions about you and the people with whom you are financially associated, for fraud prevention, money laundering prevention and occasionally for tracing debtors. Information used for these purposes will include publicly available information such as electoral roll, county court judgments, bankruptcy orders or repossessions.

11. Credit Reference Agencies. The Post may ask credit reference agencies to provide a credit scoring computation. Credit scoring uses a number of factors to work out risks involved in any application. A score is given to each factor and a total score obtained. Where automatic credit scoring computations are used, acceptance or rejection of your application will not depend only on the results of the credit scoring process.

12. Sharing Data. The Post may also share your information with its business partners in the travel, property, automotive, financial services, leisure, entertainment, advertising, media, retail and mail order business for marketing purposes or it may send you information about other organisations' goods and services. The Post may contact you by mail, telephone, fax, e-mail or other electronic messaging service with offers of goods and services or information that may be of interest to you. By providing the Post with your fax number, land line and/or mobile telephone numbers or email address, you consent to being contacted by these methods for these purposes. If you do not wish to receive marketing information from the Post or from the Post's business associates, tick the appropriate box on the form you complete.

13. Third Party Data. If you provide the Post with information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their personal data including sensitive personal data and that you have informed them of the Post's identity and the purposes (as set out above) for which their personal data will be processed.

14. Links to Third Party Sites. The Post links to a wide variety of other sites and it displays advertisements from third parties on the Website. The Post is not responsible for the content or privacy policies of these sites and third party advertisers, nor for the way in which information about their users is treated. In particular, unless expressly stated, the Post is not an agent for these sites or advertisers nor is it authorised to make representations on their behalf.

15. Requests. You are entitled to ask for a copy of the information the Post holds about you (for which the Post may charge a small fee) and to have any inaccuracies in your information corrected. If you wish to exercise your rights to this information please forward your request, in writing, to The Chesterfield Post.

16. Changes to this Policy. This data protection notice may change and therefore you should review it regularly. The Post will of course notify you of any changes where we are required to do so.

The Chesterfield Post

CONTACT DETAILS:

Karen Johnson, Editor-in-Chief
07745 872 333
karen@chesterfieldpost.co.uk

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