

Terms and Conditions of media bookings



1. Agency bookings

- 1.1 Agencies booking advertisements on behalf of a client are responsible for passing on all relevant information, including these Terms and Conditions, to the appropriate person. CUSU will not be held responsible for the failure of an agency to supply the correct details.
- 1.2 Where the client is an advertising agency or media buyer, the advertising agency or media buyer guarantees that it is authorised by the advertiser of the product or service to place the advertisement with CUSU on their behalf.

2. Artwork and content

- 2.1 It is the responsibility of the client to provide content and artwork by the date specified and in the format communicated. CUSU is not responsible for an advertising slot which has been missed. The client will be invoiced for the full amount communicated and no refunds will be given.
- 2.2 All content and artwork should be legal, decent, honest and truthful and should be prepared with a sense of responsibility to our members, consumers and society. CUSU aims to keep this guidance at the centre of its Advertising and Sponsorship Policy. In addition to this: Commercial advertising or sponsorship must not be damaging to CUSU's objects, members, work, integrity or reputation. Commercial advertising or sponsorship must not influence or damage the independence and impartiality of CUSU and its activities. Commercial advertising or sponsorship should be relevant to and suitable for CUSU's members.
- 2.3 It is the responsibility of the client to ensure that all advertisements conform with and abide by the rules, terms and conditions, and guidelines of the social media platforms that the advertisements will appear on.
- 2.4 All social media posts must contain the hashtag #ad or make it clear within the body of the post that the post is an advertisement. Facebook posts will be scheduled using the Branded Content Tool as per Facebook policy. CUSU is committed to operating in a transparent and open way with its members. All commercial advertising must, as such, be clearly presented as advertising and be distinct from CUSU's own communications.
- 2.5 If the client Facebook page requires creators to be on an approved list to facilitate tagging in branded content posts, please ensure this is completed prior to the agreed schedule.
- 2.6 The client must obtain the correct permissions to use images within their advertisement. Photo credits must be included on the image itself or referenced in the accompanying text. It is the responsibility of the client to ensure that photo or image credits can fit within the character restrictions imposed by CUSU and/or the social media platform.
- 2.7 CUSU may reject, cancel or require any advertisement to be amended should it consider the advertisement unsuitable or contrary to the terms above. Should the client not provide amended content by the date communicated then the client will remain responsible for all outstanding charges.

3. General information

- 3.1 All details, dates and times may be subject to change. When a change occurs but is not as a result of client content, artwork or delay (as described within these terms and conditions) CUSU will endeavour to offer an alternative or refund the client in full.
- 3.2 CUSU accepts no responsibility for events outside their control which result in the cancellation of an advertisement.
- 3.3 CUSU provides clients with the opportunity to advertise to students. However, it is the client's responsibility to ensure that their advertisement is engaging. CUSU take no responsibility if an advertisement does not achieve the desired result of the client.
- 3.4 The client agrees to abide by the terms and conditions outlined.