

General Advertising Policies including terms, cancellations and refunds

Ruralworld.org provides an advertising and directory for third-party websites and businesses as a service to our members, clients and visitors. By purchasing advertising or directory space, you agree to these terms and conditions. The advertising provided is text, graphical, or a combination with a hyperlink or text URL which directs visitors to the advertisers website or email address. Some advertisements may also include other contact information such as physical address or phone number.

Please note we do NOT allow POP- UPS or POP-UNDERS - There will be no exceptions!

Acceptable Ads:

We accept advertising for family friendly sites only.

Ruralworld.org reserves the right to reject or terminate any advertising that fails to conform to applicable laws and regulations, Ruralworld.org policies, the public interest, or that it deems to be inappropriate for any reason. We may reject or remove any advertisement for a website which is not functional.

Should we decide not to accept your advertising or directory listing, your full payment will be refunded through Protx. If after your ad or listing has been displayed, we find it conflicts with any of these policies you will receive a refund for the unused portion of your fees. The refund of all or part of your fees shall be the advertiser's sole remedy for termination of this agreement.

Ad and Listing copy

The scheduled start time of the ad or listing will be five days following the receipt of the ad or listing from the advertiser. The advertiser will supply all text and graphics for the ad. Ads must meet the size specifications as listed on the order page for the ad. We will not accept advertisers who promote illegal activity. Examples would include child pornography, pornography, libel, or material that infringes on any intellectual property right.

All ad packages are prepaid

PAYMENT INFO

We accept credit card/debit card/bank transfers through Protx

We accept money orders, cashier's checks, personal checks or payment from credit card or debit card through Protx .

Ad and listings cannot go up until payment is received/cleared.

Email Webmaster For snail mail info

All Advertising must be approved!

Ruralworld.org requires five business day lead time for testing purposes.

Description of Service: Ruralworld.org provides you with the ability to purchase advertising space or a directory listing in which your ads and listings will be quickly displayed across Ruralworld.org upon completing your purchase.

Terms of Use: Ruralworld.org will not accept any ads that (a) contain any adult content, or lead to a site that contains or links to sites that contain any adult content of any kind; (b) are slanderous or defamatory; (c) are illegal in any way; (d) are violating any person's and/or company's trademarks and/or copyrights; (e) are promoting spam, warez, chain letters, hate, violence or discrimination against any ethnic groups of any kind.

Ad Removal: Ruralworld.org reserves the right to remove (delete) any ads that we deem to be inappropriate. NO REFUND WILL BE GIVEN.

Ad Deactivation: Ruralworld.org reserves the right to deactivate any ads that do not conform to our guidelines. A deactivation notice will be sent to give you the opportunity to revise your ad.

Results are NOT GUARANTEED: As with any advertising opportunity, your results are not guaranteed. Success with ANY advertising opportunity is a result of hard work, time and a variety of other factors. No express or implied guarantees of income are made when purchasing advertising space through Ruralworld.org

Not all banners are rotated on all pages.

Fees are NON-REFUNDABLE: Advertising and directory listing fees are non-refundable and do not guarantee a return on your investment.

Limited Ad Space: As Ruralworld.org strives to provide you with the best advertising space for your money, we cannot guarantee your ad and listing impressions will be displayed within a certain time period. The number of impressions per day will depend on the number of advertisers and the number of page views each day. Ads are displayed according to the page content and the keywords selected for each ad.

Acceptance of Terms: By placing an advertisement on Ruralworld.org, you are agreeing to our Terms & Conditions.

Ruralworld.org requires that all third-party served rich media campaigns must have alternate GIF versions of creative available. Materials for rich media ads must include code that calls for the following:

The link must target a new browser window

The code must define the dimensions (i.e. width and height) of the banner. Dimensions cannot be different from the ad unit's pixel size. The pixel size is a maximum and also a minimum.

Ruralworld.org will endeavor to implement all third-party served rich media ads, but retains the right to limit the amount of development time spent per ad.

Ruralworld.org is not responsible for developing programming scripts to ensure compatibility with third-party serving software. Any materials necessary to insure compatibility must be provided by advertisers or their third-party serving agent.

Default banners must either be animated GIF versions of the advertiser's campaign or a pre-approved PSA.

Currently, Ruralworld.org is not able to third-party serve ads for streaming video.

Ruralworld.org reserves the right to terminate a campaign at any indication that it is not being properly served.

If you make income claims

In order to make an income claim in your ad (such as "earn £500 a week" or "become a millionaire") you will need to show evidence that most representatives or your company have reached that income. If you cannot substantiate the claims, please simply reword your ad to read something like "earn up to £500 a week" or "potential to become a millionaire."

Website obligations

The advertisement will be displayed with or without rotation for a specified period of time on the Ruralworld.org website.

Ruralworld.org will use reasonable effort to maintain the site and display the advertisements 24 hours per day during the term of the agreement.

Ruralworld.org warrants that it will make a reasonable effort to perform its services under this agreement in a competent manner. Ruralworld.org does not warrant that it will be able to correct all reported defects or that use of the website, advertisement, or that the hyperlink to the advertised site will be uninterrupted or error-free.

Ruralworld.org makes no warranty regarding features or services provided by third parties. Ruralworld.org disclaims all implied warranties including without limitation, the warranties of merchantability, non-infringement of third-party rights, and fitness for a particular purpose.

Intellectual Property Rights

Each party to this agreement owns its respective website and the material and content on its website. Advertiser grants ruralworld.org the nonexclusive license to set up and display the customer's advertisement and to link to the advertised site during the scheduled time period for the ad. Nothing else in this agreement grants to one party any right, title, or license to the other party's intellectual property rights.

Ruralworld.org's liability

Advertiser agrees that ruralworld.org liability for any error in displaying the advertisement or any failure to provide services shall not exceed the advertising fee paid by the customer. If ruralworld.org is unable to display the advertisement at any time during the term of the agreement due to acts of God, war, riot, strikes, system or transmission failure, or for any other reason beyond its reasonable control, such failure to display the advertisement will not constitute a breach of this agreement; provided, however that the customer may terminate this agreement if such failure to display the advertisement continues for more than twenty (20) days.

If such failure to display the advertisement is caused by an act or omission of the customer, Ruralworld.org shall be entitled to full payment of all advertising fees.

If such failure to display the advertisement is not caused by an act or omission of the customer, but a failure of ruralworld.org to meet its obligation, ruralworld.org will allow a pro rated reduction in the advertising fees.

In no event shall Ruralworld.org be liable, whether in contract, tort (including negligence), or otherwise, for any indirect, incidental, or consequential damages (including lost sales or profit, lost data, business interruptions or attorney's fees) even if notified in advance of such possibility.

Advertiser Warranties

The advertiser warrants that the advertisement is truthful and will not violate any foreign, federal, state or local law or regulation; will not infringe or misappropriate any copyright, trademark, patent, trade secrets, publicity or privacy rights of any person or third-party in any jurisdiction; does not contain any material which is unlawful, harmful, abusive, hateful, obscene, threatening or defamatory.

Advertiser agrees to defend, indemnify, and hold harmless Ruralworld.org its officers, directors, sub-licensees, employees, and agents from and against any claims, actions or demands, including without limitation reasonable legal and accounting fees, alleging or resulting from the breach of the warranties in the advertiser warranties section.

Changes to advertisement

In most instances, changes to the advertisement will not be made unless agreed upon prior to purchase. Ruralworld.org will consider changes to advertisements on a case by case basis and make only those it deems necessary to fulfill this agreement (for example, a change to the advertiser's website url). Failure to grant requested changes does not constitute a breach of this agreement.

Cancellation Policy

Ads and directory listings that are scheduled for specific time periods (banner ads and community offers ads) may be cancelled and refunded in full if the cancellation is requested at least 5 days before the scheduled time. Refunds requested within 5 days of the scheduled ad will be granted only if the ad is sold to another party. No refund shall be granted after the ad has been displayed. Refunds are made through Protix and the customer shall be responsible for any and all Protix fees associated with the refund.

Ads that are not scheduled for a specific time period may be cancelled and refunded in full before the ad is displayed. No refund shall be granted after the ad has been displayed. Refunds are made through Protix and the customer shall be responsible for any and all Protix fees associated with the refund.

Jurisdiction

This agreement shall be governed by and construed in accordance with the laws of the United Kingdom.

Policy changes

Ruralworld.org reserve the right to make changes to these policies and encourage you to review the privacy policy each time you purchase advertising.

Contact

If you have any questions, please contact Rachel Squires on 07809 762 926 or by email or by post to 4, White Hart Close, Billesdon, Leicester, LE7 9AU.