

## **TERMS & CONDITIONS**

### **ADVERTISING ON THE IRELAND WALKING GUIDE WEBSITE**

#### **1.00 Introduction**

- 1.01 The Ireland Walking Guide website ([www.theirelandwalkingguide.com](http://www.theirelandwalkingguide.com)) is an online walking information resource.
- 1.02 From herein, The Ireland Walking Guide website will be referred to as “the Website”.
- 1.03 The Website was created by Kieron Gribbon.
- 1.04 From herein, Kieron Gribbon will be referred to as “the Author” of the Website.
- 1.05 The Website is published by Donard Media.
- 1.06 From herein, Donard Media will be referred to as “the Publisher” of the Website.
- 1.07 The Publisher is responsible for all of the Website’s commercial activities, including the management of its advertising contracts.

#### **2.00 Advertising**

- 2.01 Free advertising space is available in the Community section ([www.theirelandwalkingguide.com/community](http://www.theirelandwalkingguide.com/community)) of the Website for walking guide services, walking clubs, walking events, charities and outdoor sports shops, plus any other relevant walk-related resources, groups and organisations.
- 2.02 Fee-based advertising space is also available on the Website to other types of commercial organisations as year-long contracts.
- 2.03 From herein, any entity being advertised on the Website will be referred to as a “Client”.
- 2.04 From herein, any walking guide service being advertised on the Website will be referred to as a “Guide Service”.
- 2.05 From herein, any walking club being advertised on the Website will be referred to as a “Club”.
- 2.06 From herein, any walking event being advertised on the Website will be referred to as an “Event”.

- 2.07 From herein, any charity being advertised on the Website will be referred to as a “Charity”.
- 2.08 From herein, any other commercial organisation being advertised on the Website will be referred to as a “Business”.
- 2.09 All forms of recreational walking (e.g. Highpointeering, rambling, hillwalking, hiking, mountaineering) are risk activities. The Author / Publisher accepts no responsibility for any injury, loss or inconvenience sustained by anyone taking part in these activities.
- 2.10 The Author / Publisher supports the policies of the Leave No Trace campaign ([www.leavenotraceireland.org](http://www.leavenotraceireland.org)) and expects all Clients to do the same. Any Client whose actions demonstrate a disregard of the Leave No Trace policies will have their advertisement removed from that Location’s webpage on the Website without refund (if applicable).

### **3.00 Advertising contract**

- 3.01 All potential Clients wishing to advertise on the Website must enter into an advertising contract (from herein referred to as “the Contract”) with Donard Media.
- 3.02 The terms and conditions contained in this document comprise the main part of the Contract itself.
- 3.03 When entering into a Contract with the Publisher, the Client will be required to confirm that they agree to comply with these terms and conditions.
- 3.04 If applicable, the Client will also be required to confirm that they agree to comply with any additional terms and conditions which are specific to their Contract.
- 3.05 The Publisher agrees to upload the Client's advertisement image(s) after payment of fees / sponsorship (if applicable) have been received in full and no later than the Contract start date.
- 3.06 Where advertisements are displayed in slideshows, these will appear in the order they are uploaded. The first image to be uploaded to a particular slideshow will always appear first in that slideshow until its advertising contract is terminated. Each new image being added to a slideshow will appear at the end of that slideshow.
- 3.07 The Publisher agrees to maintain the Client's advertisement image(s) on The Ireland Walking Guide website permanently or until the Contract end date (whichever is applicable), unless the Client violates the terms and conditions.
- 3.08 The Publisher agrees to give the Client adequate notification and instructions for contract renewal / termination procedure prior to Contract end date (if applicable).

- 3.09 A Contract will only be renewed (if applicable) when a contract renewal instruction email is received from the respective Client.
- 3.10 The Author / Publisher takes no responsibility for any downtime due to third party activity (e.g. maintenance carried out by website hosting provider), however will endeavour to resolve any downtime issues as quickly as possible.
- 3.11 It is the Client's responsibility to notify the Publisher of any changes to links from their advertisement image(s) during the Contract period by emailing an update instruction.
- 3.12 The Author / Publisher will not amend links from advertisement images during the Contract period unless a specific update instruction has been received from the respective Client.
- 3.13 The Author / Publisher takes no responsibility for any out-of-date third-party links from advertisement images if an update instruction has not been received from the respective Client.
- 3.14 These terms and conditions may be amended by the Publisher in the future.
- 3.15 Existing Clients will be given adequate notification of any amendments to terms and conditions.
- 3.16 Amendments to terms and conditions will not be applied to an active Contract until its next renewal, unless the amendment needs to be applied immediately.