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## Terms and Conditions - Newsletters

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### Two-page Quarterly Newsletters

#### Subject Areas Covered

The business client newsletters contain articles relating to services such as commercial property, company law, contracts, commercial litigation, landlord and tenant, commercial law, employment, buying and selling a business, disputes, professional negligence, licensing, development, intellectual property. Each quarterly newsletter will contain articles drawn from these subjects. You can choose the general subject areas you wish to cover. If clients wish to limit their choice to only three or four subjects then an extra charge may apply. Not all subjects will be covered in each newsletter but we shall try to reflect most areas over the course of the year.

The private client newsletters contain articles relating to services such as wills and probate, trusts, matrimonial and cohabiting, family, buying and selling a home, personal injury, clinical negligence, employment, inheritance, litigation, lasting power of attorney, professional negligence. Each newsletter will contain articles drawn from these subjects. You can choose the general subject areas you wish to cover. If clients wish to limit their choice to only three or four subjects then an extra charge may apply. Not all subjects will be covered in each newsletter but we shall try to reflect most areas over the course of the year.

We can also provide a combined newsletter featuring a mixture of business client and private client articles.

#### Production

The newsletters are produced quarterly and unless otherwise agreed they will follow the pattern of Spring, Summer, Autumn and Winter.

They will be sent to you as a high resolution pdf document ready for printing. We also supply a separate version suitable for sending via email. Included in the price, you will also receive four articles each month to use on your website or to create an email newsletter. If you subscribe to both newsletters we will send you eight articles each month. We will not supply this material to any other firm in your area. It cannot be used as press releases, however, as that is a different service for which we can quote separately. Some of the monthly website articles will be used in the quarterly newsletter.

#### Customising the Newsletter

We will design the newsletter using your logo, artwork and corporate colours. The article headlines, panels, dividing lines etc will also be in your colours to reinforce your corporate brand. Clients can place an article and picture of their own in each newsletter for a small additional charge. We can also include an ad for your firm if you wish to promote seminars etc for a small additional charge.

Some clients may wish to go further than our standard approach to customising each newsletter and so we have developed a range of options to provide greater scope. For example, the newsletters are compiled using a selection of articles we send to you each month. With our basic syndicated newsletters we select which articles are used from the subject areas you have chosen. However, clients may elect to choose some or all of the articles themselves to ensure the newsletter exactly covers the areas they want to highlight at that particular time. The cost can be agreed depending on the number of articles you wish to specify.

Occasionally, clients may want to alter an article in the newsletter to change the emphasis or to make a particular point relating specifically to their firm. This too is possible for a small additional fee.

We can place names of individual solicitors and their contact details at the end of each article. The cost will depend on how much detail you wish to include such as phone numbers and email addresses.

We shall be happy to consider any other ways you wish to use to personalise your newsletter. We can also work with you to create your own bespoke newsletter.

## **Exclusivity of Material**

Media Coverage provides syndicated newsletters to law firms in different parts of the country. However, we want to provide each client with as much exclusivity as possible. Consequently, when you subscribe to a particular newsletter, we can guarantee that we will not supply the same newsletter containing the same material to any other firm in your area. We would normally define your area by postcode (to be agreed) or as being anywhere within a five mile radius of your main office. We can sometimes be flexible, however, depending on the locations involved and may be able to negotiate to suit the specific needs of individual firms.

This service is designed primarily for firms with one main office - or firms with one main office and two or three nearby satellite offices - who wish to distribute the newsletters within and immediately around their chosen area. Although we do not place any limitations on distribution, we cannot supply these newsletters to national firms who wish to distribute them all over the country. For example, a firm with its main office in London could not take out one subscription and then distribute the newsletters through its various other offices in cities such as Birmingham, Manchester, Leeds etc.

We can cater for national firms, however, so if you have multiple offices in different parts of the country, we would be happy to produce a bespoke newsletter featuring material exclusive to you. This way it would not clash with our service to other clients.

Media Coverage produces a number of different newsletters concentrating on specific subjects such as debt recovery, employment, family law, social housing and leasehold which contain their own separate material and design styles. We reserve the right to work with other firms in your area using newsletters such as these to which you do not subscribe.

## **Alterations and Amendments**

Clients are always sent a draft of the newsletter before printing. In the unlikely event that any of the articles contain any factual errors then we will correct them immediately at no extra charge. You will never be put in a situation where you are sending out an article you believe to be incorrect.

However, these are syndicated newsletters so we have to use our discretion when it comes to making changes relating to matters of personal preference such as presentation, punctuation, approach, grammar etc. We try to be flexible and can usually make minor textual changes at no or minimal extra cost. However, we reserve the right to make a small additional charge for such subjective changes, particularly if they affect artwork. It is often the case that apparently minor changes can affect the lay-out of a page in a way that is very time-consuming to put right.

## **General Terms**

There is no minimum subscription period but clients who wish to cancel are required to provide three months notice.

We do not charge for setting up your template on the basis that you subscribe to the newsletter for four issues, ie 12 months. If you do not wish to subscribe for four newsletters then we shall charge a separate set-up fee to cover the cost of designing your template.

We ask that you email your logo to us in a high resolution format and that you send us a word document containing the list of services, contact details, mission statements etc that you wish to include on the back panel of the newsletter. You may use any title you wish for the newsletter as long as it fits within the existing masthead. If you wish to change the existing template measurements then we shall be happy to do so for an additional fee.

We will invoice you in full for the first newsletter and then invoice you monthly for future newsletters. The cost remains exactly the same to you as we simply divide the quarterly cost by three and invoice you accordingly.