

Terms of purchase – Advertising –

AGI Publishing House AB, org. No. 556460-5987, Altonagatan 5, 211 38 Malmö, applies the following terms and conditions for the purchase, sale and distribution of advertisements and advertising sites in digital media, print media, and events published or organized by AGI Publishing House. In the event that no other agreement has been reached, these terms apply. Deviations to these conditions must be stated in a separate agreement, or order confirmation. The terms are attached to the order confirmation and/or can be found online at www.agi.se/terms.

1. Definitions

Advertiser means the entity advertising the product or service that is the subject of the Advertisement. Buyer means the person placing the order with the Publisher for the Campaign, whether such person is the Advertiser or the Advertiser's advertising agency or media buyer.

2. Responsibilities of the advertiser

2.1 The advertiser must guarantee that the advertisement and any linked information do not violate intellectual property rights, copyright, or any other industrial, intellectual or commercial rights. The advertiser must also guarantee that the ad is in accordance with the laws of the country or countries in which it will be published.

2.2 The advertiser is responsible for providing the advertisement or agreed on material before stated deadlines. If the advertiser fails to do so, AGI cannot guarantee that the advertisement will be published.

2.3 AGI reserves the right to charge for any costs that may arise due to delivered ad or ad material not being compliant with the purchase order. Maximum charge will be equivalent to the value of the advertisement.

2.4 If the advertiser fails to deliver an advertisement or ad material before deadline, AGI reserves the right to charge for the advertisement.

2.5 The advertiser is responsible for measuring traffic to their landing page and providing AGI with correct URLs.

3. Cancelling advertisement or ad space

3.1 When you cancel an ad or ad space, you will be charged 75% of the total amount.

4. Copyright for advertisements or artwork

4.1 The copyright for ad material, advertisements and artwork produced by AGI is owned by AGI unless another agreement has been made. In all other cases, copyright is owned by the advertiser.

5. Complaints and corrections

5.1 Any complaint due to error must be lodged no later than ten days after publication.

5.2 In case of errors on behalf of AGI, a replacement will be made. The publisher's responsibility will amount to the price of the advertisement.

6. Payment and conditions

Unless otherwise agreed and stated in the purchase order, payment is due 20 days after the publication date. AGI reserves the right to charge in advance in case of a credit assessment.

7. Force Majeure

If as a result of any event of war, special measures from state or council, strike, lockout, fire or other comparable events, AGI is forced to cancel or delay an advertisement, no paid fees will be refunded. The advertiser has the right to the same or corresponding space at a later time.

