



About our Company,

Don'tForgetYourToothbrush.com is a destination dedicated to providing over 10,000 users a month with a complete planning and packing solution, whether for a lone traveller about to travel the globe, a business man travelling to an unfamiliar country or the mum with better things to think about.

Since the site's conception, there have been a few tweaks and changes to make our service even better, but for the past six months this has been taken to a whole new level. At the end of August, our completely overhauled site will be launched. We have added new features such as relevant news, weather, shopping lists and travel advice, and the look and feel is now slick and highly interactive.

We are accompanying our launch with a message to all of our customers. This message, to over 110,000 people, will be highly targeted to those interested in holiday and travel related services and will provide a ready source of clients to those operating in the travel, leisure and tourism industry.

With this re-launch, we are expecting to see a large increase in users and also receiving media attention as a small local business relaunching an internationally recognised brand.

Key to our brand message is to make planning and packing easier by providing relevant connections to companies that can serve our customers with the services that will be useful to them. Tripadvisor have a space reserved and Heathrow International Airport has signed up to site wide advertising and we are continually looking for innovative and well established companies to partner with us.

I hope you will consider advertising with us,

Kind Regards,

Jonathan Kemp
Director, Remindalists Ltd.





Rate Card

Updated:
January 2014

List Item Advertising

Price	(125x125) Ad Slot Months	Equivalent Per month
£40.00	1	£40.00
£70.00	2	£35.00
£120.00	4	£30.00
£150.00	6	£25.00
£250.00	12	£20.83

Advertising on a list item provides the advertisement with contextual exposure of the to customers when actively looking to make a service or purchase decision.

Each 125x125px ad will appear in two locations. Once on the "shopping list" to the right of the user's checklist. Secondly in a pop up when customers are looking to purchase a specific item or book a relevant service - guaranteeing that the ad is relevant to the client.

The Ad Slot Months can be split between multiple list items, for example, 12 Ad slots can be used to fill two ad slots for six months, or three ad slots for four months.

Site Banner Advertising

	Size	Monthly Price		Spaces available
Sitewide Top Full Banner	468x60	£100.00	These ads appear at the top of every page on the site. There is a maximum number of 5 cycling ads per space.	10
List Creation Skyscraper	120x600	£75.00	Appears when the user is in the process of creating a list. An excellent location for whole package holiday companies or for brand awareness.	5
Sitewide Bottom Full Banner	468x60	£30.00	These ads appear at the bottom of every page on the site. There is a maximum number of 5 cycling ads per space.	5
Whole Site Sponsorship	468x120	£500.00	A special package where every page is headed by an ad of the client up to the size limit. This will be limited by our existing advertising commitments. This package is only available for six month periods.	1

A discount will be given based on the number of months purchased - 50% for 12 months, 25% for six months and 15% for three months.





Terms and Conditions of Sale:

1. DEFINITIONS

For the purposes of these conditions:

- a. "Advertisement" shall mean the material to be published in the Newsletter for single publication, or publication on the Site for a Month
- b. "the Advertisement Rates" shall mean the rates set out in the Rate Card
- c. "the Advertiser" shall mean the person placing the order for the insertion of the Advertisement with the Publisher
- d. "the Cancellation Date" shall mean the date upon which the Advertiser shall be required to notify the Publisher of any cancellation of an order as set out in the Rate Card
- e. "the Copy Date" shall mean the dates for receipt of artwork which is due 5 working days prior to the Publication date
- h. "the Newsletter" shall mean the regular email sent out by the Company
- i. "the Site" shall mean dontforgetyourtoothbrush.com and/or remindalists.com
- j. "the Order Date" shall mean the date upon which the insertion order is made by the Advertiser
- k. "the Production Specifications" shall mean the specifications in effect at the Order Date stipulated in the Rate Card
- l. 'Remindalists Limited' or 'the publisher' or 'the company' or 'us' or 'we' refers to Remindalists Limited whose registered office is 34 Main Street, Houghton on the Hill, Leicestershire, LE7 9GD. Our company registration number is 3659917 (England and Wales).
- m. "the Rate Card" shall mean the Publisher's Rate Card in effect when the order is placed
- n. "month" for the purposes of advertising on the Site shall mean the start of the second working day following the 1st of the month until the start of the last working day preceding the 1st of the following month.

2. SUBMISSION OF ADVERTISEMENT

All Advertisements are required to be submitted to the Publisher in a form that complies with the Production Specifications together with payment of the applicable Advertisement Rate.

3. PAYMENT TERMS

3.1 In the absence of any prior specific written arrangement between the Publisher and the Advertiser, payment for any Advertisement will be due not less than seven days in advance of publication

3.2 Where the Publisher has expressly agreed in writing to give the Advertiser credit the time for payment shall be no later than close of banking on the 30th day following the date of the invoice therefor

3.3 The Advertiser shall together with payment supply full details of such remittance specifying the invoice number (if available) and advertisement date.

3.4 Payment of all sums due to the Company shall be made to the Royal Bank of Scotland or via an agreed method stated on the invoice.

3.5 Payment for any Advertisement shall be made as aforesaid whether or not the Advertiser shall have received the Publisher's invoice and notwithstanding any query about any element of invoices





3.6 In the event that payment is not made by the due date (in respect of which time shall be of the essence) the Publisher reserves the right to charge at Publisher's election the following additional charges:

3.6.1 the sum of £25 as an administration charge in respect of each invoice not paid on or before the due date and

3.6.2 interest on the amount paid late at the rate of 4% above the base rate of National Westminster Bank Plc accruing from day to day (including the day on which payment was due).

Any such additional charge is payable within 7 days following delivery of the Publisher's invoice particularising it.

4. RIGHT TO REJECT/ALTER

4.1 the Publisher may, without derogation from the warranties now given by the Advertiser, refuse or require to be amended any artwork, materials and copy for or relating to an Advertisement so as:-

4.1.1 to comply with the legal or moral obligations placed on the Publisher or the Advertiser; or

4.1.2 to avoid infringing a third party's rights, the Trade descriptions Act 1958, the Business Advertisements (Disclosure) Order 1977, the British Code of Advertising Practice and all other codes under the general supervision of the Advertising Standards Authority

4.1.3 to comply with the production and quality specifications stipulated or referred to in the Production Specifications

4.2 The Publisher has the right at its discretion to decline to publish, or to omit, suspend, alter edit crop resize and reformat or change the position of any Advertisement otherwise accepted for insertion, however the Publisher will use reasonable efforts to comply with the specified written requirements of the Advertiser although the Publisher does not warrant the date of insertion or the wording of the Advertisement.

5 SUBMISSION TERMS

5.1 The Advertisement and all artwork and copy must be received by the Publisher no later than the Copy Date and the Advertiser shall supply the Advertisement in such form as the Publisher shall specify in the Production Specifications. It is the responsibility of the Advertiser to check the correctness of the Advertisement and the Publisher accepts no liability for any error in any Advertisement. In the event that the material submitted to the Publisher does not comply with the Production Specifications, the Publisher shall be permitted either to reject or to amend the Advertisement as stated in these Conditions. In the event that the Publisher elects to make alterations to the Advertisement to comply with the Production Specifications the Advertiser agrees to pay to the Publisher in addition to the Advertisement Rate an alteration fee calculated on the basis of the time spent (man hours) making the alterations required, at the rate of fifty pounds (£50) plus VAT per half hour or part thereof

5.2 In the event that the Advertiser submits the artwork and copy referred to above to the Publisher after the Copy Date, the Publisher shall at its discretion be entitled either to:- a) reject such Advertisement, in which case it shall be deemed cancelled for the purpose of this Agreement, or b) accept the same for inclusion in the next publication in which case the Advertiser agrees to pay to the Publisher in respect of each Advertisement submitted after the Copy Date, or c) repeat an advertisement previously submitted to the Publisher by the Advertiser.

6 CANCELLATION TERMS

6.1 The Publisher shall not be bound by any notification of cancellation unless it is in writing and received by the Publisher by the Cancellation Date.

6.2 Any cancellation instruction otherwise than prior to the Cancellation Date shall not (notwithstanding it may be followed by the Publisher) affect the Advertiser's liability for payment for the Advertisement.





6.3 The Publisher may treat as a cancellation the fact that the Advertiser has failed to pay any monies to the Publisher on or before the due date or is deemed unable to pay its debts within the meaning of Insolvency Act 1986 or is otherwise in breach of any of the other terms and conditions set out herein.

6.4 Any series discounts or reduced advertising rates granted by the Publisher for multiple advertisements apply only in the event that and are conditional upon all advertisements contemplated are placed. In the event that the Advertiser cancels or does not conclude any series or multiple advertisements, the Advertiser relinquishes the right to the discount or reduced rate and Advertisements will be charged and paid for at the otherwise applicable rate or, if none is specified, the full rate.

7 COPYRIGHT

7.1 The Advertiser hereby grants to the Publisher a worldwide licence to reproduce, display and copy the Advertisement on the Site or Newsletter

7.2 The copyright in all artwork, copy and other material which the Publisher or its employees or contractors has originated or re-worked shall vest in the Publisher.

8 WARRANTIES

The Advertiser warrants and confirms that:-

8.1 In relation to an Advertisement the Advertiser contracts with the Publisher as principal notwithstanding that the Advertiser may be acting directly or indirectly as an advertising agent or media buyer or in some other representative capacity;

8.2 The reproduction and/or publication of the Advertisement by the Publisher as originally submitted or as amended pursuant to clause 4 will not breach any contract or infringe or violate any copyright, trade mark or any other personal or proprietary right of any person or render the Publisher liable to any proceedings whatsoever;

8.3 Any information supplied in connection with the Advertisement is accurate, complete and true;

8.4 In respect of any Advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or any copy by which any living person is or cannot be identified the Advertiser has obtained the authority of such person to make use of their name, representation and/or copy;

8.5 In relation to any investment advertisement, the Advertiser is or the contents of the Advertisement have been approved by, an authorised person within the meaning of the Financial Services and Markets Act 2000, or the Advertisement is otherwise permitted under such Act.

8.6 The Advertisement shall not be obscene or libellous and complies with the requirements of all relevant legislation (including subordinate legislation, the rules of statutorily recognised regulatory authorities and the law of the European Economic Community) for the time being in force or applicable in the United Kingdom; and

8.7 All advertising copy submitted to the Publisher is legal, decent, honest and truthful and complies with the British Code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority

8.8 The Advertiser indemnifies the Publisher and agrees to keep it indemnified against all claims, costs, proceedings, demands, losses, damages, expenses or liability whatsoever arising directly or reasonably foreseeably as a result of any breach or non-performance of any of the representations, warranties or other terms contained in the conditions or implied by law

9 LIMITATION OF LIABILITY

9.1 Any Advertiser's complaint, claim or query other than in respect of any error covered by the provisions of clause 4 above (whether in relation to the Advertisement or an invoice) must be raised within 28 days





following the date when the Advertisement appeared or should have appeared and shall not be valid thereafter. Without prejudice to the Publisher's right to be paid for the Advertisement:-

9.1.1 in no circumstances shall the total liability of the Publisher for any error or omission exceed the charge for the Advertisement in question;

9.1.2 any complaint, claim or query shall not affect the liability of the Advertiser for payment by the due time of the Publisher's charges for that and any other Advertisements.

9.2 The Publisher shall not be liable for any indirect or consequential loss (including without limitation, business interruption and loss of profits, business, goodwill, anticipated savings, information and data) whether arising out of negligence, breach of contract or otherwise and whether or not the party was advised of the possibility of such loss by the other party or for any liability arising from the publication of any material submitted by the Advertiser

9.3 The Publisher will not be liable for any loss of copy, artwork, photographs or other materials, which the Advertiser warrants that it has retained in sufficient quality and quantity for whatever purpose it may require.

9.4 Where the Advertiser is an advertising or other agent instructed by a third party, the Advertiser warrants that it is authorised by such third party to place the advertisement with the Publisher and shall indemnify the Publisher against any claims made by such third party against the Publisher arising from the publication thereof

9.5 The Publisher reserves the right to destroy all artwork and other materials which has been in his custody for 12 months from the date of its last submission or appearance on the Site or in the Newsletter thereafter

10 MISCELLANEOUS

10.1 The Publisher may, after the Copy Deadline, publish the Advertisement at any time prior to the Publication date.

10.2 At its discretion, advertisements on the Site may continue to be displayed after the end of agreed period at no cost to the Advertiser, however, the Company make no guarantees or warranties in relation to unpaid advertising and may remove them at any time. Requests to remove unpaid advertisements should be made in writing to Remindalists Ltd, and advertisements shall be removed within 7 working days following the receipt of any such request. 10.1 The Publisher maintains a totally impartial editorial policy and it is agreed and understood that advertisers are not entitled or favoured for an editorial mention in exchange for taking an advertisement.

10.3 If it is intended to include a competition or a special offer within an Advertisement, full details should be submitted to the Publisher at the time of booking.

10.4 The placing of an order for the insertion of an Advertisement shall amount to acceptance of these conditions and any conditions stipulated on the order form or elsewhere by the Advertiser shall be void insofar as they are inconsistent with these conditions.

10.5 No waiver by the Publisher shall be effective except in relation to the matter in respect if it is was specifically given in writing.

10.6 These terms and conditions shall apply to each contract for the placement of an Advertisement together with such additional matters (if any) as may be set out in Publisher's Rate Card and in the event of any variation or inconsistency between these conditions and the conditions set out in the Rate Card the latter shall prevail. These conditions supercede and replace all the Publisher's previous conditions and all documentation previously issued by the Advertiser purporting to set out its terms and conditions.

10.7 No modification amendment or waiver of any of the terms of these conditions or any provision hereof shall be binding upon either party unless confirmed in writing by the parties. No waiver of any provisions of or default under these conditions shall affect any party's right thereafter to enforce such provision or to exercise any right or remedy hereunder in respect of a subsequent default.





10.8 If any part of these conditions shall be determined to be invalid or unenforceable by a court of competent jurisdiction or by any other legally constituted body having the jurisdiction to make such determination then such part or parts shall be deemed never to have been incorporated in these conditions but all other terms and provisions in the remainder of these conditions shall remain in full force and effect.

10.9 The contract which incorporates these conditions shall be construed under and governed by the laws of England and the parties submits the exclusive jurisdiction of the English Courts

