

Advertisements will be accepted for Publication subject to terms & Conditions

TERMS & CONDITIONS

1. The charges of all advertisements are to be paid in advance except in the case of approved accounts.
 2. While every endeavour will be made by the management to avoid publication of competitive advertisements in close proximity to each other, no guarantee can be given in this respect, nor will claims be entertained for free insertions in the event of advertisements of rival products appearing on the same page/issue or facing page.
 3. Due care is taken that advertisements shall, as far as possible appear on the date specified. But no guarantee is implied in the acceptance of an order and management will not accept any liability if any advertisement is published on days other than those desired.
 4. The management accepts no liability for any loss or damage caused by an error or inaccuracy in the printing of/or omission to insert any advertisement, or for any damage or loss of artworks, artpulls, or other material supplied for the purpose of advertising. Material supplied should be collected within 15 days from the date of insertion.
 5. The management reserves the right to decline publications of copy/illustrations which in their opinion would disfigure or damage the reputation of the magazine or prejudice other advertisements and also to refuse or suspend the publication of an advertisement at any stage and under any conditions without assigning reasons.
 6. Quarter or half cm. measurements are not accepted. Any fraction of centimetre will be rounded off to the next higher figure.
 7. Due care will be taken to ensure good reproduction. However, the management accepts no responsibility for faulty printing due to defective materials supplied or due to circumstances beyond their control and no claims will be entertained for free repeat insertions.
 8. The management shall be at liberty to revise the advertisement rates for their publications by giving one month's notice to the advertisers/ Advertising Agencies.
 9. All bills with supporting vouchers will be submitted to the Agencies/Advertisers before the 15th of the following month. Any complaint concerning any bill/voucher cutting will not be entertained unless reported in writing, within 15 days of its receipt. On receipt of such a complaint the matter will be investigated and if considered necessary in the opinion of the management the same will be rectified. However, the pendency of any such disputed complaint will not be regarded as sufficient reason or ground for the non-payment of bills.
 10. The agency and/or the Advertiser hereby indemnifies Vasundhara Publications the Proprietors of Sitara, Annadata, Vipula and Chatura and its employees against all actions, demands, losses, costs, charges, expenses, damages. etc. which Vasundhara Publications and/or any of its employees may incur or that may arise by reason of the publication of any advertisement on behalf of the Agency and/or the Advertiser.
 11. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and no separate acceptance of these conditions is necessary. Conditions stipulated on an Agency's/Advertiser's order from elsewhere by an Agency/ Advertiser shall be void in so far as they are in conflict with these conditions. The other conditions if any, in the order forms, etc. will not become enforceable unless specifically accepted by the management.
 12. Advertisement matter received in English will be translated and published in Telugu, unless asked to be published in English. While due care will be taken in translating the English matter, no responsibility will be undertaken for any possible change of meaning in the translated text. Proper nouns and technical words will be translated to the nearest meaning.
 13. Only the courts at Hyderabad shall have jurisdiction in case of any dispute or any legal proceedings.
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