Created 20/10/2026

DTI Advertiser Terms 2027 - Version 0.1

DTI Advertiser Terms and Conditions 2027

Conditions of acceptance of advertisements and paid-for content within DTI Publications owned and operated by Vineyard Churches UK and Ireland (VCUKI).

1.0 Definitions and interpretation

In these terms and conditions

1.1 “Advertisement” means any kind of promotional or advertising material, also any editorial content consisting of (but not limited to) text and images supplied, that is, as the case may be: (i) to be printed in a Print Publication and/or (ii) to be published or otherwise displayed by electronic means (including, but not limited to hosted pdf page-curl editions hosted on third party platforms, belly bands, cover wraps, tip ons, inserts, banners, skyscrapers, buttons or other forms of online or electronic display advertising) via or as part of or in connection with any Online Publication.

1.2 “Advertiser” means any advertising agent, agency, business or individual contracting to buy space in VCUKI Online or Print Publication in accordance with these Terms.

1.3 “DTI” means ‘Dreaming The Impossible’. The DTI team can be contacted by emailing hello@dreamingtheimpossible.org.uk or calling 0115 988 7067.

1.4 “Online Publication” means any website operated or controlled by VCUKI or other electronic medium (including, but not limited to, e-mail communications and alerts), whether connected with or related to the title of a Print Publication or otherwise. Also included in this definition are pdf editions of any magazines hosted by (but not limited to) third party platforms, also included are video, blogs, social media posts and any other promotion of supplied editorial or advertising content through electronic means.

1.5 “Print Publication” means any magazine, guide, directory, insert or (and including any supplement for which no charge is made to its recipient, and which is published whether regularly or occasionally as part of or in association with such magazine) published by VCUKI.

1.6 “Terms” means these terms and conditions.

1.7 “VAT” means Value Added Tax.

1.8 “VCUKI” means Vineyard Churches UK & Ireland a Charitable Company limited by guarantee registered in England and Wales under Company No.04839046. Charity Registration No. 1099748 whose registered address is at Unit 8, K3 Business Park, 200 Clough Road, Hull, HU5 1SW.

1.9 “We”, “Our” and “Us” means VCUKI.

1.10 “Written” and “writing” as those terms are used in this agreement shall include communication sent by email.

2.0 Application of the terms and conditions

2.1 All advertisements published by VCUKI at the direction of an advertising agency or any other person, partnership or company (‘the Advertiser ’, which expression shall include its successors, assignees, executors and personal representatives as the case may be) are published and accepted by VCUKI (and its successors, assignees, sub-contractors or agents) subject to these conditions.

2.2 By applying to advertise in a DTI publication you, as the Advertiser, are accepting to follow and be bound by these Terms.

2.3 All orders for Advertisements are subject to availability. A contract is only formed between the Advertiser and VCUKI once the application to advertise has been accepted by VCUKI and this has been confirmed in writing to the Advertiser. VCUKI reserves the right to refuse any application to advertise that it receives.

3.0 The Advertiser’s obligations

3.1 The Advertiser shall be responsible for delivery of copy to VCUKI by the copy date prior to insertion.

3.2 The Advertiser undertakes to VCUKI that, unless otherwise agreed in writing by VCUKI, all copy for any Advertisements will be delivered to VCUKI in an approved digital format and/or file configuration and, in the case of an Advertisement to be published in a Print Publication, delivered in accordance with the print publication date as confirmed by the publisher.

3.3 All Advertisements must comply with all applicable UK laws, regulations, and statutory instruments (including without limitation the Equality Act 2010, the Consumer Credit Act 1974, the Consumer Rights Act 2015, and the Digital Markets, Competition and Consumers Act 2024) and must conform to the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the 'CAP Code') as administered by the Advertising Standards Authority ('ASA').

3.4 DTI is aimed at children and young people. Advertisers, therefore, need to take care in how they communicate their marketing and take into consideration how children will perceive any Advertisement. The Advertiser agrees to abide by Section 5 of the CAP Code when marketing to children. Advertisements found to be in contravention of this code will be withheld and/or removed from publication by VCUKI.

4.0 Advertisements: Copy, Alterations, Accuracy, Publication, etc

4.1 Without prejudice to Clause 8.6 (which shall govern any complete cancellation or total non-publication of an Advertisement by VCUKI), in the event of any error, omission, or partial non-insertion in an Advertisement caused solely by the act or default of VCUKI, VCUKI's total liability (and the Advertiser's sole and exclusive remedy) shall be limited to a proportionate partial refund of the fee paid for the specific Advertisement affected. The amount of any such refund shall be determined reasonably by VCUKI according to the degree to which the error or omission materially detracts from the promotional value of the Advertisement, provided that:

4.1.1. No refund or compensation shall be payable where the error, omission, or non-insertion is attributable to late, incomplete, or inaccurate copy, materials, or instructions provided by the Advertiser;

4.1.2. No refund shall be payable in respect of minor typographical or cosmetic errors that do not materially affect the primary message, contact details, or commercial purpose of the Advertisement;

4.1.3. In no circumstances shall any refund exceed the total fee paid by the Advertiser for the affected insertion; and

4.1.4. VCUKI shall not be liable to the Advertiser or any third party for any economic loss, loss of profit, loss of opportunity, loss of goodwill, or any indirect or consequential loss arising from such error, omission, or non-insertion.

4.2 Whilst every effort will be made to meet the Advertiser's requirements, VCUKI reserve the right to withhold the publication of any Advertisement without notice.

4.3 VCUKI also reserve the right to alter any advertisement, if necessary, without consulting the Advertiser in order that such advertisement might conform to VCUKI' standards of decency, taste and other relevant matters laid down in any relevant code of practice, self-imposed standards or any other mandatory rules applicable.

4.4 VCUKI reserve the right to alter and/or edit any supplied images and/or text, if necessary, without consulting the Advertiser in order that such Advertisement might conform to VCUKI's design guidelines either on an electronic or printed platform.

4.5 VCUKI reserve the right to omit or suspend where reasonably necessary publication of any Advertisement, notice, order or any part thereof without giving notice of their intention to do so, but VCUKI shall endeavour to give such notice where possible.

4.6 Save where the position in the publication is specified by the Advertiser and confirmed in writing by VCUKI, we reserve the right to position advertisements in any position in the publication.

5.0 Advertisements

5.1 The Advertiser shall submit a copy for the Advertisement in accordance with any advised deadlines communicated by VCUKI. If the Advertiser submits its copy late, VCUKI reserves the right to publish the Advertisement at a time of its choosing or withhold the Advertisement from publication entirely.

5.1.1 If the Advertiser wishes to move or postpone an Advertisement, they must do so in writing at least 10 working days prior to the date of publication of the Advertisement to give time for VCUKI to resell the Advertisement space. If the Advertiser does not provide the requisite notice in writing, then VCUKI are not obliged to move or postpone the Advertisement, and the Advertisement is deemed to be cancelled.

5.1.2 The Advertiser may only request the movement or postponement of an Advertisement once. If the Advertiser subsequently does not submit a copy for the Advertisement at least 10 working days prior to the new intended publication date, then the Advertisement is deemed to be cancelled.

5.2 If the Advertiser is supplying creative content in the form of an Advertisement that links to another website the Advertiser must inform VCUKI in writing at least 10 working days prior to the intended publication date.

5.3 If an Advertisement links to another website the Advertiser is responsible for maintaining the link and for the content of the linked-to website. VCUKI may remove any Advertisement which contains content or links to a website which, in VCUKI's discretion, is (or is likely to be) defamatory or objectionable or otherwise likely to bring VCUKI into disrepute. The Advertiser will indemnify VCUKI from and against any claims or liability suffered or incurred by VCUKI arising in any connection from links contained in any Advertisement.

5.4 If VCUKI receives complaints about the content of an Advertisement, it may, at its discretion, remove the Advertisement from display without reference or liability to the Advertiser.

6.0 Advertisement: Responsibility and liability

6.1 Nothing in these Terms shall exclude or limit either party's liability for: (a) death or personal injury caused by its negligence; (b) fraud or fraudulent misrepresentation; or (c) any other liability that cannot be excluded or limited under applicable English law.

6.2 The Advertiser shall indemnify and keep indemnified VCUKI against any claim or awards whatsoever made against VCUKI in connection with the publication of any advertisement placed by the Advertiser including any costs or expenses (including legal and judicial expenses) incurred by or on behalf of VCUKI in connection with such claim or awards save to the extent that any claim or award arises directly from modifications or edits made to the Advertisement by VCUKI without the Advertiser's prior written approval.

6.3 Without prejudice to Clauses 6.1 and 6.2, should any limitation or exclusion of VCUKI's

liability under these Terms be found by a court or tribunal of competent jurisdiction to be invalid or unenforceable, VCUKI's total aggregate liability arising out of or in connection with the Advertisement (whether in contract, tort, negligence, or otherwise, but excluding liability for death or personal injury caused by negligence) shall be strictly limited to an amount equal to 100% of the Advertisement fee actually paid by the Advertiser for the affected insertion.

7.0 Payment terms

7.1 All Advertisers must pay 100% (per cent) of the Advertisement fee in a VCUKI Print Publication or Online Publication before VCUKI will publish the Advertisement.

7.2 Failure by an Advertiser to pay 100% (per cent) of the Advertisement fee prior to the print date (for Print Publications) or publication date (for Online Publications) will lead to the Advertisement being automatically cancelled.

8.0 Cancellation and termination

8.1 Notice of cancellation: The Advertiser may cancel an order for an Advertisement only by serving written notice to VCUKI in accordance with this Clause 8. Notice of cancellation must be sent by email to the DTI team at the contact address specified in these Terms and shall only be effective upon written confirmation of receipt by VCUKI.

8.2 Cancellation charges: The Advertiser acknowledges that space in DTI Publications is reserved exclusively upon contract formation, that VCUKI incurs production, administrative, and page layout (pagination) commitments, and that late cancellations severely prejudice VCUKI's ability to resell advertising inventory. Accordingly, the parties agree that the following tiered charges represent a proportionate protection of VCUKI's legitimate commercial interests, based upon the date on which written cancellation notice is received by VCUKI:

8.2.1 Print publications:

8.2.1.1 More than 20 working days prior to the print date: VCUKI shall refund the Advertisement fee paid, less a 15% administrative and handling charge.

8.2.1.2 Between 11 and 20 working days (inclusive) prior to the print date: 50% of the total Advertisement fee shall remain due and payable; the remaining 50% (if pre-paid) shall be refunded.

8.2.1.3 10 working days or fewer prior to the print date: 100% of the total Advertisement fee shall remain due and payable, and no refund shall be issued.

8.2.2 Online publications:

8.2.2.1 More than 10 working days prior to the publication date: VCUKI shall refund the Advertisement fee paid, less a 15% administrative and handling charge.

8.2.2.2 Between 5 and 10 working days (inclusive) prior to the publication date: 50% of the total Advertisement fee shall remain due and payable; the remaining 50% (if pre-paid) shall be refunded.

8.2.2.3 Fewer than 5 working days prior to the publication date: 100% of the total Advertisement fee shall remain due and payable, and no refund shall be issued.

8.2.3 Resale mitigation credit: If the Advertiser cancels under circumstances where 50% or 100% of the fee would otherwise be forfeited, but VCUKI subsequently secures a replacement advertiser for the identical space at an equivalent fee prior to publication, VCUKI shall refund the Advertiser the amount received from the replacement advertiser, less a 20% administrative handling charge.

8.3 Multi-issue and series bookings: Where an Advertiser cancels part of a campaign booked across multiple issues or dates:

8.3.1 Cancellation charges under Clause 8.2 shall apply strictly to those scheduled insertions whose cancellation deadlines have elapsed.

8.3.2 For future insertions cancelled in compliance with the requisite advance notice under Clause 8.2, fees paid for such future insertions shall be refunded, subject to Clause 8.3.3.

8.3.3 If the Advertiser received a discounted package or series rate for committing to multiple insertions, and subsequently cancels one or more insertions, VCUKI reserves the right to retroactively re-invoice all past published insertions at VCUKI's standard single-insertion card rate and deduct the difference from any refund due.

8.4 Processing refunds: Where the Advertiser is entitled to a full or partial refund under this Clause 8, VCUKI shall use reasonable endeavours to remit payment to the original payment method within 30 days of receiving the effective written notice of cancellation.

8.5 Termination by VCUKI for cause: Without prejudice to any other rights or remedies available under these Terms or at law, VCUKI may terminate this contract immediately and treat it as repudiated without liability to refund any fees if the Advertiser:

8.5.1 Commits a material breach of these Terms which is irremediable or, if remediable, is not remedied within 5 working days of written notice;

8.5.2 (Being an individual) dies, is declared bankrupt, or enters into an individual voluntary arrangement or debt management plan;

8.5.3 (Being a corporate entity) becomes insolvent, enters administration or liquidation, has a receiver, manager, or administrative receiver appointed over any part of its undertaking or assets, or convenes a meeting of its creditors; or

8.5.4 Ceases, or threatens to cease, carrying on all or a substantial part of its business.

8.6 Discretionary cancellation by VCUKI: Without prejudice to Clause 4.1 (which governs defective publication, errors, and partial omissions), if VCUKI exercises its discretion to withhold or cancel the publication of an Advertisement for operational or editorial reasons, save where such cancellation arises from the Advertiser's breach of Clauses 3.3, 3.4, 5.3, or 5.4, the contract shall terminate in respect of that insertion, and the Advertiser shall receive a full 100% refund of the Advertisement fee paid for that insertion as its sole remedy.

9.0 Intellectual property

9.1 The Advertiser hereby grants to VCUKI a non-exclusive, worldwide, royalty-free, transferable licence to host, store, reproduce, crop, resize, format, publish, distribute, and display the Advertisement (including any trademarks, logos, brand names, copy, artwork, and photographic images contained therein) across all relevant Print Publications and Online Publications in accordance with these Terms.

9.2 Advertiser warranties: The advertiser warrants and accepts that:

9.2.1 It is the sole owner of, or has obtained all necessary licences, consents, permissions, releases, and clearances from all relevant third parties to use, all intellectual property rights (including copyright, trademarks, design rights, and moral rights) subsisting in the Advertisement;

9.2.2 The publication of the Advertisement by VCUKI will not infringe the intellectual property rights, moral rights, privacy rights, or proprietary rights of any third party; and

9.2.3 Where the Advertisement features or depicts any living individual (particularly any child or young person), the Advertiser has obtained all requisite written consents and parental/guardian permissions necessary for such publication.

9.3 VCUKI ownership: All intellectual property rights in the title, mastheads, layout, typographical design, software, and overall editorial content of DTI Publications and associated platforms remain the exclusive property of VCUKI or its licensors. Nothing in these Terms shall operate to transfer any such rights to the Advertiser.

10. Data protection and privacy

10.1 Both parties shall comply with all applicable requirements of the Data Protection Legislation. For the purposes of this clause, "Data Protection Legislation" means the Data Protection Act 2018, the UK GDPR (as defined in the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019), and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR), as amended or replaced from time to time.

10.2 Where an Advertisement includes hyperlinks, redirect URLs, digital tracking tags, or pixels directing users to external websites or digital platforms:

10.2.1 The Advertiser warrants that all destination websites and landing pages maintain a compliant privacy notice and lawful cookie consent mechanisms in full compliance with PECR and the UK GDPR;

10.2.2 The Advertiser shall not deploy any tracking mechanisms, cookies, or tracking pixels that collect personal data from visitors directed from DTI Online Publications without having first secured valid consent where required by law; and

10.2.3 Acknowledging that DTI Publications are targeted at children and youth, the Advertiser warrants that any landing page, promotion, or service linked from the Advertisement complies fully with the Information Commissioner's Office (ICO) Age-Appropriate Design Code (Children's Code). The Advertiser shall not deliberately harvest, profile, or process personal data of children unlawfully.

11.0 Force majeure

11.1 Neither party shall be in breach of these Terms nor liable for delay in performing, or failure to perform, any of its obligations under these Terms (other than the Advertiser's obligation to pay fees due under Clause 7.0) if such delay or failure results from events, circumstances, or causes beyond its reasonable control ("Force Majeure Event").

11.2 Force Majeure Events include, without limitation: acts of God, flood, drought, earthquake, or other natural disaster; epidemic or pandemic; terrorist attack, civil war, civil commotion, or riots; war or threat of war; nuclear, chemical, or biological contamination; imposition of government sanction, embargo, or law; collapse of buildings, fire, or explosion; industrial dispute or strike; mechanical failure of printing presses or paper supply shortages; widespread failure of utility services, telecommunications networks, hosting providers, or internet infrastructure.

11.3 VCUKI shall use reasonable endeavours to mitigate the effect of the Force Majeure Event on the scheduled publication. If a Force Majeure Event prevents, delays, or hinders the publication of an Advertisement for more than 30 consecutive days, either party may terminate the affected insertion immediately upon written notice to the other, whereupon VCUKI shall refund any pre-paid Advertisement fees for that unperformed insertion as the Advertiser's sole remedy.

12.0 General

12.1 Variation: VCUKI may update these standard terms from time to time for future publications by publishing revised terms on its website. In respect of any confirmed order, no variation of these Terms shall be effective unless it is in writing and signed by an authorised representative of each party.

12.2 Severance: If any provision or part-provision of these Terms is or becomes invalid, illegal, or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal, and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause shall not affect the validity and enforceability of the rest of these Terms.

12.3 Governing law: These Terms, and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with them or their subject matter or formation, shall be governed by and construed in accordance with the law of England and Wales.

12.4 Jurisdiction: Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with these Terms, save that nothing in this clause shall limit the right of VCUKI to bring proceedings against the Advertiser in any other court of competent jurisdiction.

12.5 Contracts (Rights of Third Parties) Act 1999: A person who is not a party to these Terms shall have no right under the Contracts (Rights of Third Parties) Act 1999 to enforce any of its terms, and the rights of the parties to terminate, rescind, or agree any variation, waiver, or settlement under these Terms are not subject to the consent of any other person.

12.6 Entire agreement: These Terms, together with any formal written order confirmation issued by VCUKI, constitute the entire agreement between the parties and supersede and extinguish all previous agreements, promises, assurances, warranties, representations, and understandings between them, whether written or oral, relating to its subject matter. Each party acknowledges that in entering into this agreement it does not rely on, and shall have no remedies in respect of, any statement, representation, assurance, or warranty (whether made innocently or negligently) that is not set out in these Terms. Nothing in this clause shall limit or exclude any liability for fraud or fraudulent misrepresentation.