

Terms & Conditions

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The terms and conditions below ("Terms") apply to the following journal websites on the World Wide Web ("Sites") which are operated by the World Advertising Research Center ("WARC"):

The Journal of Advertising Research at www.journalofadvertisingresearch.com
The International Journal of Advertising at www.internationaljournalofadvertising.com
The International Journal of Market Research at www.ijmr.com

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2.2 For the Journal of Advertising Research Site at www.journalofadvertisingresearch.com, individuals employed by organizations which are current members of the ARF may also access the Site.

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Failure or delay by WARC in performing its obligations under this Agreement as a result of circumstances outside WARC's reasonable control shall not constitute a breach of this Agreement. WARC shall, as soon as conditions return to normal, take all reasonable steps to rectify the failure or delay at the earliest opportunity. Notwithstanding the foregoing, if such event of force majeure continues for more than thirty (30) days, the Licensee shall be entitled to terminate this Agreement.

8. Assignment

You may not assign, sub-license or otherwise transfer any of your rights or obligations under this Agreement.

9. Invalidity

If any provision of these Terms is found to be invalid by any court having competent jurisdiction, the invalidity of that provision will not affect the validity of the remaining provisions of these Terms, which remain in full force and effect. Headings in these Terms are for convenience only and will have no legal meaning or effect.

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These terms shall be governed by and construed in accordance with the laws of the United Kingdom, regardless of where the user is based. You agree that any action at law or in equity arising out of or relating to these terms shall be filed only in the United Kingdom, and you hereby consent and submit to the personal jurisdiction of such courts for the purposes of litigating any such action.

13. Renewal of Subscription/Membership

WARC will contact Authorised Users at least three months prior to the expiry of their subscription with details of their subscription renewal fee for the next subscription period. Members of the ARF will be contacted by the ARF.

14. Contact Details & Company Registration

World Advertising Research Center Ltd. An Information Sciences Company. Registered in England no. 3383627. Registered Office: WARC, Farm Road, Henley-on-Thames, RG9 1EJ. Tel. +44 (0)1491 411000, Fax +44 (0)1491 418600. Please use these details for all correspondence.

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