



# Changes to the Conditions of Contract

We are constantly committed to improving The Phone Book to try and increase the level of response our advertisers receive and make it easy for our customers to use. These improvements necessitate changes to the Conditions of Contract for the Phone Book.

In compliance with the [Contract for BT Directories Advertising Services](#) – Conditions for BT Directories Advertising Services section 5.2, this document notifies customers of the changes to the Conditions of Contract.

## Special Phone Book Entry Service Contract Change

Please note with the effect from the 18<sup>th</sup> November 2011, Issue 5 (dated 18<sup>th</sup> November 2011) of the 'Conditions for Special Phone Book Entries' will apply to all new orders placed on or after the 18<sup>th</sup> November 2011.

## Replacement of paragraph 4.12 of the Conditions (Late Payment)

The late payment charge provision in paragraph 4.12 (both Issue 14 and Issue 15) of the Conditions will be replaced with the following with effect from the 3<sup>rd</sup> October 2011.

4.12 If BT does not receive payment by the due date, then BT may either charge the Customer (at BT's option) an automatic late payment charge of £13.50 or daily interest on late payments at a per annum rate equal to 7% above the base lending rate of the European Central Bank for the period beginning on the date on which payment is due and ending on the date on which payment is made.

## Amendment to Voucher advertisements

From all books publishing from May 2011, The Phone Book will provision 10 Voucher advertisements per page. Affected existing customers will be contacted in writing to explain what these changes mean to them.

## Amendments to Classification Headings

The following Classification changes have been implemented to increase appeal to users and drive responses for our advertisers.

The following Classification amendments affect all printed Phone Books publishing from 25<sup>th</sup> June 2013.

Classification Code	Previous Description Name	Updated Description Name
C04122	Public Houses	Pubs - Local
F08625	None – New Classification	Pubs – BT Sport
F08626	None – New Classification	Equine Services
F08627	None – New Classification	Parliament and Assemblies

The following Classification amendments affect all printed Phone Books publishing from 10<sup>th</sup> May 2013.

Classification Code	Previous Description Name	Updated Description Name
F08620	None – New Classification	Green Deal Assessors
F08621	None – New Classification	Green Deal Installers
F08622	None – New Classification	Green Deal Providers

F08623	None - New Classification	PPI Claims
F08624	None – New Classification	Drainage Supplies

The following Classification amendments affect all printed Phone Books publishing from 6<sup>th</sup> June 2012.

Classification Code	Previous Description Name	Updated Description Name
C05856	Dry Rot Woodworm Treatment	Woodworm & Dry Rot

The following Classification amendments affect all printed Phone Books publishing from 22<sup>nd</sup> March 2012.

Classification Code	Previous Description Name	Updated Description Name
C00504	Television Repairs	Television Shops and Repairs
C05571	Van and Lorry Leasing/Contract Hire	Van and Truck Hire

The following Classification amendments affect all printed Phone Books publishing from 13<sup>th</sup> March 2012.

Classification Code	Previous Description Name	Updated Description Name
A00276	Double Glazing Installation	Double Glazing
A00684	Lorry, Van and Light Truck Hire	Van and Truck Hire
B00531	Kindergarten and Nursery Schools	Pre-Schools
C00381	None - New Classification	Blast Cleaning
C02721	Manufacturing Joiners	Joiners
C04671	Shutter Manufacturers	Shutters
C05148	Tent and Marquee Hire	Marquee and Tent Hire
F00097	Electrical Appliance Testing	Electrical Testing and Inspection
F00720	Internet Design	Web Designers
F08618	None - New Classification	Stoves and Wood Burners

The following Classification amendments affect all printed Phone Books publishing from 8<sup>th</sup> November 2011.

Classification Code	Previous Description Name	Updated Description Name
A00432	Introduction Agencies	Dating Agencies
CO2352	Gun Shops and Gunsmiths	Gun Shops, Clubs & Gunsmiths
F00214	Bingo Halls	Bingo

The following Classification amendments affect all printed Phone Books publishing from 18<sup>th</sup> June 2011.

Classification Code	Previous Description Name	Updated Description Name
D00060	Doctors and Medical Practitioners	Doctors, GPs & Medical Practices
F08431	Loans - Personal	Loans

The following Classification amendments affect all printed Phone Books publishing from 21<sup>st</sup> January 2011.

Classification Code	Previous Description Name	Updated Description Name
A00018	Aerial Manufacturers	Aerial Services
B00267	Cat and Dog Grooming	Dog and Cat Grooming
F08381	Cookers and Stoves	Cookers and Stoves, Spares and Repairs

F08383	Curtain Fixtures and Fittings	Curtains and Soft Furnishings
<b>Classification Code</b>	<b>Previous Description Name</b>	<b>Updated Description Name</b>
C01467	Drain and Pipe Cleaning equipment manufacturers	Drain and Pipe Cleaning
C01500	Ladies Clothing manufacturers and wholesalers	Ladies Clothing
F08296	Laser Eye Surgery	Eye Laser Surgery
C03357	Magazines and Newspapers	Newspapers and Magazines
D00210	Sports Equipment manufacturers and wholesalers	Sports Equipment
C05139	Temperature Control equipment manufacturers	Temperature Control

The following Classification amendments affect all printed Phone Books publishing from August 2010.

<b>Classification Code</b>	<b>Previous Description Name</b>	<b>Updated Description Name</b>
C00153	Animal Sundry Manufacturers and Suppliers	Animal Sundry Suppliers
C04227	Audio and Video Tape Manufacturers and Wholesalers	Audio & Video Tape Suppliers
C02487	Audio Visual Equipment Wholesalers and Distributors	Audio Visual Equipment Suppliers
F08361	Baby Foods - Manufacturers and Wholesalers	Baby Food Suppliers
C00339	Ball and Roller Bearing Manufacturers and Stockists	Ball & Roller Bearing Stockists
F08221	Broadband Products (Routers, ADSL, Modems etc.)	Broadband Products
F00072	Building Contractors - Larger Developments	Building Contractors - Large
C00588	Button and Buckle Manufacturers and Dyers	Button & Buckle Manufacturers
F08316	Caravan and Motorhome Servicing and Repairs	Caravan & Motorhome Servicing
C00675	Caravan, Motorhome and Trailer Manufacturers	Caravan, Motorhome & Trailers
F00074	Catering Engineers and Equipment Maintenance	Catering Engineers & Equipment
C00849	Children's and Baby Wear Manufacturers and Wholesalers	Children's & Baby Wear
C00861	China and Glassware Manufacturers and Wholesalers	China & Glassware
C00921	Cleaning and Janitorial Materials Suppliers	Cleaning & Janitorial Materials
C00912	Cleaning and Polishing Equipment Manufacturers	Cleaning & Polishing Equipment
C00930	Clock and Watch Manufacturers and Suppliers	Clock & Watch Suppliers
C01017	Colour and Dye Manufacturers and Suppliers	Colour Dye Suppliers
F01634	Computer Services, Network and Maintenance	Computer & Network Services
C01107	Confectionery Manufacturers and Wholesalers	Confectionery Suppliers
C01164	Cooked Meat Manufacturers and Wholesalers	Cooked Meat Suppliers

C01182	Cord and Line Manufacturers and Merchants	Cord Line Merchants
C01329	Dental Materials and Equipment Wholesalers	Dental Materials & Equipment
C01290	Do It Yourself Manufacturers and Wholesalers	Do It Yourself Suppliers
C05856	Dry Rot and Woodworm Treatment and Prevention	Dry Rot Woodworm Treatment

<b>Classification Code</b>	<b>Previous Description Name</b>	<b>Updated Description Name</b>
B00300	Electric Motor Manufacturers and Suppliers	Electric Motor Suppliers
A00285	Electrical and Domestic Appliance Repairs	Electrical Appliance Repairs
F01778	Engine Tuning, Conversion and Electricians	Engine Tuning & Conversion
C01755	Exhaust System Manufacturers and Suppliers	Exhaust System Suppliers
C01809	Fan and Blower Manufacturers and Suppliers	Fan Blower Suppliers
C02019	Food Processing and Prepared Food Products	Food Processing & Products
C02088	Frozen Food Manufacturers and Wholesalers	Frozen Food Suppliers
C02166	Furniture and Seating Restoration and Repairs	Furniture Seating Restoration
C02322	Greeting Card Manufacturers and Wholesalers	Greeting Card Suppliers
B00405	Gutter Installation, Cleaning and Repairs	Gutter Installation, Cleaning & Repairs
B00378	Horticultural Tools and Equipment Manufacturers	Horticultural Tools & Equipment
C02544	Hosepipe Fittings Manufacturers and Suppliers	Hosepipe Fittings
C00915	Industrial Cleaning Equipment Manufacturers and Suppliers	Industrial Cleaning Equipment
C01179	Intellectual Property Protection Services	Intellectual Property Services
C02736	Kilt and Tartan Manufacturers and Suppliers	Kilt & Tartan Suppliers
C02835	Leather and Hide Manufacturers and Wholesalers	Leather & Hide Suppliers
C02838	Leather Garments and Goods Manufacturers and Wholesalers	Leather Garments & Goods
C02868	Lift Engineers, Installation and Maintenance	Lift Engineers & Installation
C03048	Maps and Charts Publishers and Distributors	Maps & Charts Publishers
C03132	Men's Clothing Manufacturers and Wholesalers	Mens Clothing Suppliers
C03462	Optical Equipment Manufacturers and Wholesalers	Optical Equipment Suppliers
C03546	Paper and Cardboard Manufacturers and Merchants	Paper & Cardboard Suppliers
C03663	Petrol, Oil and Marine Diesel Distributors	Petrol, Oil & Marine Diesel

C03690	Pharmaceutical Manufacturers and Wholesalers	Pharmaceutical Supplies
C03705	Photographers - Commercial and Industrial	Photographers - Commercial & Industrial
C03714	Photographic Goods and Materials Manufacturers	Photographic Goods & Materials
C03804	Plant and Machinery Installation and Repairs	Plant & Machinery Servicing
C00384	Pressure and Blast Cleaning Services and Equipment	Pressure & Blast Cleaning Services
C04029	Printed Circuit Manufacturers and Services	Printed Circuit Manufacturers
C04044	Printing Machine Manufacturers and Suppliers	Printing Machine Suppliers
C05889	Protective Clothing Manufacturers and Wholesalers	Protective Clothing Suppliers
C04149	Pump and Pumping Equipment Servicing and Repairs	Pump Servicing & Repair
<b>Classification Code</b>	<b>Previous Description Name</b>	<b>Updated Description Name</b>
C04260	Refractory Materials Manufacturers and Suppliers	Refractory Materials Suppliers
C00759	Refrigeration Equipment Maintenance and Repairs	Refrigeration Equipment Maintenance
C04269	Refrigeration Equipment Sales and Rental - Commercial	Refrigeration Equipment Sales & Rental
F00564	Sales and Management Recruitment Agencies	Sales & Management Recruiting
B00294	School and College Equipment and Supplies	School & College Equipment
X00099	Soft Furnishings Manufacturers and Wholesalers	Soft Furnishings Suppliers
F08484	Solicitors' Referral Agents - Claims Handling	Solicitors' Referral Agents - Claims
F01643	Telephone Services and Answering Services	Telephone & Answering Services
C05151	Tent and Marquee Manufacturers and Suppliers	Tent & Marquee Suppliers
C05232	Tie and Scarf Manufacturers and Wholesalers	Tie & Scarf Suppliers
C05547	Vacuum Cleaner Manufacturers and Suppliers	Vacuum Cleaner Suppliers
C05844	Wood Product Manufacturers and Wholesalers	Wood Product Suppliers
C05925	Yarn and Thread Manufacturers and Merchants	Yarn & Thread Suppliers

## Changes to The Advertising Policy, and Advertising Technical Specification.

Please note with effect from the 19<sup>th</sup> March 2015, the following changes have been made to The Advertising Policy and Advertising Technical Specification. Inserted text in blue italics.

### The Advertising Policy

## 1.2 Positioning – in print

Positioning of an advertisement in The Phone Book is dependent upon the ad type and section in which the advertisement appears, as outlined below: **Ad Type Preface Classified Business A-Z**

Display See below Size and Seniority Alphanumeric

Business Card Ads and Listings Alphanumeric Alphanumeric

Vouchers Alphanumeric

Sponsored Headings See below

### **Size And Seniority Positioning Rules (Classified Directory only)**

All Classified Display Advertisements will be positioned within each classification according to the rules below in the following order:

1. **Size:** Largest Display Ad first (full page,  $\frac{3}{4}$  page,  $\frac{1}{2}$  page,  $\frac{1}{3}$  page,  $\frac{1}{4}$  page,  $\frac{1}{2}$  column, double  $\frac{1}{4}$  column, and  $\frac{1}{4}$  column). The  $\frac{1}{2}$  column and double  $\frac{1}{4}$  column share the same size and seniority rules and will retain their seniority if moving from  $\frac{1}{2}$  column to double  $\frac{1}{4}$  column or vice versa. *If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only  $\frac{1}{4}$  of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, nondisplay ads (e.g. Business Cards), and space fillers.*
2. **Seniority:** Longest standing advertisement first based on first date of signing for the specific Display Ad, in the specific classification in the specific Phone Book
3. **Alphanumeric:** See rules outlined below

### Advertising Technical Specification

Page 9 Menu Guide - A new bullet has been added, which states:

*If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only  $\frac{1}{4}$  of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.*

Page 15 Display advertising - A new bullet has been added, which states:

*If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only  $\frac{1}{4}$  of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.*

Page 18 Technical information - A new bullet under Disclaimer has been added, which states:

*If there is insufficient space to fit the Display Advertisement as the first item in the classification (e.g. Display Advertisement is a full page ad but there is only  $\frac{1}{4}$  of the page remaining), the Display Advertisement will appear on the next page, and the preceding space will be filled with single line entries, non-display ads (e.g. Business Cards), and space fillers.*