

# **ADBOX - ADSHEL CONNECT - MORE O'FERRALL / BILLBOARDS – SPORTS ADVERTISING**

## **TERMS & CONDITIONS 2010**

### **Bookings**

All bookings must be confirmed by official order from an advertiser or an advertising agency or by an outdoor agent on behalf of an advertiser or advertising agency. In cases where there are no agents involved, confirmed orders must be placed directly by the advertiser. In some cases pre payment may be required, subject to credit status.

### **Options**

Options will have a life of 10 WORKING DAYS. In the event of a panel or advertising space of a campaign under option being required by another client, the optioning client will be requested to confirm the booking with a written order or cancellation within 24 hours. Confirmed bookings will take precedence over options.

### **T/C Bookings**

"Till-cancelled" orders are accepted for a minimum period of 26 cycles. The cancellation period is 3 months notice by either party.

### **Terms & Conditions of Trading**

Clear Channel subscribes to the Standard Conditions of Trading and Order Structure of the Outdoor Media Association, copies of which have been distributed to all advertising agencies and outdoor agents and are available on request from the OMA.

There are potentially a large number of parties involved in every advertising campaign and, therefore, a number of different contracts and fee arrangements may exist between those parties. Each campaign is different and may involve, amongst others, some or all of an advertiser, advertising agency, poster specialist and outdoor advertising agency.

It is usual for Clear Channel to enter into commission arrangements with advertising agencies and poster specialists. Clear Channel Ireland will, in certain circumstances, be asked by a poster specialist to grant progressive volume rebates that reflect principally the volume of business placed by the poster specialist over a contract period (typically a calendar year).

In accordance with Section 7.6 of the Standard Terms and Conditions of Contract issued by the Outdoor Media Association in June 2006, Clear Channel is committed to ensuring that the outdoor advertising industry has transparency of commissions, discounts, rebates, fee arrangements and payments. As such, we recommend that you contact your advertising agency and /or your poster specialist to obtain information about any such arrangements that might be relevant to you.

## **Advertising Display Maintenance**

In the case of damaged or incorrect display, Clear Channel will rectify the situation within three business days of notification provided poster stock is available.

## **Poster Verification**

Clear Channel will provide display verification for each campaign.

## **Poster Quantities**

It is the advertiser's responsibility to supply an adequate number of posters to cover the maintenance of display.

For on-street campaigns, advertisers must deliver an additional 30% (minimum) supply of posters over and above the number of panels ordered per cycle to ensure that each campaign can be maintained in good condition. For campaigns on a full-rotation over consecutive cycles, an additional 50% supply of posters must be provided.

Clear Channel reserves the right to display posters of its choice on any panel for which a valid order is held but for which posters have not been supplied. Any such panel will be charged in full.

## **Copy Area:**

### **AdBox:**

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Size: 1800 x 1200mm  
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Safe Copy: 1730 x 1130mm  
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Recommended Paper Weight: 170gsm  
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## **More O’Ferrall / Billboards:**

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Size: 3048 x 6096mm

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Safe Copy: 2748 x 5796mm

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Recommended Paper Weight: 115 gsm blueback

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## **Adshel Connect**

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Size – Top Panel: KX 100: 704 x 943mm  
KX 100+: 646 x 1018 mm

Bottom Panel: KX 100: 704 x 705mm  
KX 100+: 646 x 558 mm

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Safe Copy – Top Panel: 596 x 893mm  
Bottom Panel: 593 x 508mm

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Recommended Material: Self-Adhesive contravision vinyl

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Prior to printing, it is recommended to contact the relevant sales office to confirm artwork specifications.

## **Sports Advertising**

The panel sizes and materials used in Sports Advertising can vary with location. For details please contact Clear Channel office on +353-1-4784500.

## **Poster Delivery**

Posters must be delivered **5 WORKING** days before the in-charge date, to the following addresses:

### **AdBox in Rep. of Ireland; Sports Advertising:**

The Service Manager,  
Clear Channel Ireland Ltd,  
Unit 104,  
Northwest Business Park,  
Ballycoolin,  
Dublin 15.  
Telephone No: ++ 353 1 830 2888

### **AdBox in Northern Ireland:**

The Service Department,  
Clear Channel NI Ltd,  
Unit 2,  
Channel Commercial Park,  
Queens Road,  
Belfast, BT3 9DT.  
Telephone No: ++44 48 9046 3250

### **Adshel Connect in Northern Ireland:**

Clear Channel NI Ltd.,  
c/o Resource,  
Unit 4,  
Duncrue Crescent,  
Belfast BT3 9BW

### **More O’Ferrall / Billboards**

For More O’Ferrall / Billboard delivery addresses, please contact the relevant Service Manager at the above addresses.

### **Late Posters**

Posters received after the above deadline will be deemed late posters. Late posters will be posted at the first available opportunity.

#### Delivery Deadlines:

Posters are to be delivered by the latest end of day Thursday prior to in-charge to ensure that posting will commence on the first day of in-charge.

#### Late Poster Deliveries:

Clear Channel will endeavour to post late posters as soon as possible after delivery.

Clear Channel reserves the right not to erect posters it deems inappropriate for public display.

## **Change of Poster**

There is no posting charge for standard Clear Channel campaigns. However, if an advertiser requires a posting change mid week or mid cycle a labour charge applies. For details, please contact Clear Channel sales office.

Where additional poster preparation is required an additional cost may be applied.

## **Poster Disposal**

All posters will be disposed of once a cycle is finished.

## **Cancellation**

In the event of a cancellation of a booking a flat administration charge of €1,000 will apply in the Republic of Ireland and £700 in Northern Ireland. Furthermore the following charges will apply.

Less than 6 weeks but more than 4 weeks: 50% of gross rate card price.

Less than 4 weeks but more than 2 weeks: 70% of gross rate card price.

Less than 2 weeks: 100% of gross rate card price.

### **Payment Terms**

Invoices must be paid 28 days from date of invoice.

Note: Clear Channel makes its contracts with the advertising agency or advertiser and the involvement of any outdoor agent is on behalf of the advertising agency or advertiser which is its principal.

Legal liability for payment of the account of Clear Channel is that of the principal and not that of the agent even though the agent may on behalf of its principal discharge such liability.

## **Advertising Standards Authority**

Adshel strongly recommend that to avoid disappointment, the advertisement copy, artwork or colour proof be submitted to the ASAI (in ROI) or ASA (in NI) for provisional approval at least 21 days prior to the in-charge date.

## **Outdoor Media Association**

Clear Channel is a member of the Outdoor Media Association (OMA). Its terms and conditions are available on [www.oma.ie](http://www.oma.ie). The above terms and conditions are assumed to apply in addition to the OMA terms and conditions. Where a conflict exists between the Clear Channel terms and conditions (above) and the OMA terms and conditions, the relevant clause in the Clear Channel terms and conditions will apply.