

ADSHEL TERMS & CONDITIONS

Bookings

All bookings must be confirmed by official order from 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 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 cancellations 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.

All T/C bookings are costed at a minimum of €450 per panel per cycle in the Republic of Ireland and £260 in Northern Ireland.

Minimum Booking Requirement

Rates shown apply to all bookings of 20 panels and more. Campaigns with selected quantities of up to 20 panels will incur a cost of €450 per panel per cycle in the Republic of Ireland only and £260 in Northern Ireland

Terms & Conditions of Trading

Adshel 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 company.

It is usual for Clear Channel Ireland 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.

Campaigns

Campaign Distribution

Adshel citylights are positioned in a wide variety of locations, such as high street locations, major arterial routes, outside and inside shopping centres and residential areas. Campaigns are a mix of head-on, contra flow and parallel panels. Adshel campaigns will contain a selection of all panel types and site locations, combining to achieve balanced coverage and distribution. Campaigns may also include a mix of scrolling panels (in Dublin, Cork, Galway and/or Belfast).

Campaign Maintenance

In the case of damaged or incorrect display, Adshel will rectify the situation within 24 hours of notification or if notification is received on a weekend, the situation will be rectified within 24 hours of the first working day after the weekend, provided poster stock is available.

Posters

Poster Printing

Adshel will cover the cost of printing posters for first time users*(one design only from colour separations accompanied with colour proof and disk) with a minimum booking of 175 panels in ROI and 135 panels in NI. Please contact the Adshel Sales Department for details prior to printing.

*Any client using Adshel citylights for the first time or those clients who have not appeared on Adshel within the last 24 months.

Adshel Innovations

Adshel would be delighted to assist in using Adshel panels and shelters to special effect. Please contact your Adshel Sales Department early in the planning process to discuss details. Lead time for specials is a minimum of ten weeks. Specials are costed individually and can only be bought as part of a broadcast Adshel campaign.

Ad-Cert™ Poster Verification

Adshel will provide Ad-Cert™ posting verification reports for each campaign.

Ad-Cert™ reports will confirm date and time each panel was posted.

Poster Quantities

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

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.

Adshel 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.

Size: 1800 x 1200mm

Safe Copy: 1730 x 1130mm

Recommended Paper Weight: 170gsm

Poster Delivery

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

The Service Manager,
Adshel Service Depot,
Unit 104,
Northwest Business Park,
Ballycoolin,
Dublin 15.
Telephone No: ++ 353 1 830 2888

or in Northern Ireland to:

The Service Manager,
Adshel Service Depot,
Unit 2,
Channel Commercial Park,
Queens Road,
Belfast,
BT3 9DT.
Telephone No: ++44 48 9046 3250

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 to Clear Channel Ireland (depot) by the latest end of day Wednesday prior to in-charge to ensure that posting will commence on the first day of in-charge.

Late Poster Deliveries:

- Late posters received prior to 10am on Day 2 (Tuesday of in-charge) will commence posting on Day 3 (Wednesday of in-charge).
- Late posters received after 10am on Day 2 will not be posted until week 2 of the cycle.

Posting is guaranteed for campaigns with a starting date falling on Bank Holiday Mondays. Adshel reserves the right not to erect posters it deems inappropriate for public display.

Change of Poster

There is no posting charge for standard Adshel campaigns. However, if an advertiser requires a posting change mid week or mid cycle a labour charge applies, €25 per panel in the Republic of Ireland and £20 per panel in Northern Ireland.

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

Application of Stickers

If a poster requires an application of stickers by Adshel staff, prior to posting, a charge of €2 per sticker will apply.

Application of stickers after initial posting has occurred will be charged at the mid week posting change rate, as outlined above.

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: ADSHEL 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 ADSHEL 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.

Alcohol advertising must carry a Central Copy Clearance Ireland (CCCI) stamp approval number before it will be accepted for display.