

## ADSHEL - ADBOX - ADTALK - BILLBOARDS - SPORTS ADVERTISING

### TERMS & CONDITIONS

#### Bookings

All bookings must be confirmed by official order from an advertiser, 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

The party with whom Clear Channel has made its contract (the advertiser, an advertising agency or an outdoor agent on behalf of an advertiser or advertising agency) confirms that it is satisfied that all parties that it deals with (including advertisers with whom it deals directly) in the outdoor advertising market are aware of the fee and rebate arrangements which operate in that market.

#### Poster 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.

#### Digital Advertising Display Maintenance

If, for operational reasons, a digital advertisement cannot display in accordance with the timetable agreed in the official order, Clear Channel will endeavour to rectify the situation within three business days of notification. If such a remedy is not possible, Clear Channel shall propose available substitute dates, times and/or sites that are of similar quality and value in Clear Channel's sole opinion. If such substitute dates, times and/or sites are not acceptable to the advertiser, advertising agency or outdoor agent on behalf of an advertiser or advertising agency, the booking may be terminated in writing in part to the extent that such affected screens are no longer available.

#### Clear Channel Northern Ireland

Unit 2, Ashbank, Channel Commercial Park, Queens Road, Belfast, BT3 9DT / Call +44 (0) 2890463250 / Fax +44 (0) 2890463260  
Visit [clearchannel-ni.co.uk](http://clearchannel-ni.co.uk) / Follow @ClearChannelNI

Clear Channel NI Limited, Company number NI 019690. Registered in Northern Ireland.

A division of Clear Channel Outdoor. Enabling brands to meet over 500m people out-of-home in more than 40 countries globally.

## Display 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 in excess of 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.

## 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

To avoid disappointment we recommend submitting the advertisement copy, artwork or colour proof to the ASAI (in ROI) or ASA (in NI) for provisional approval at least 21 days prior to the in-charge date.

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## Outdoor Media Association

Clear Channel is a member of the Outdoor Media Association (OMA). 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.

## POSTER SPECIFICATIONS:

### ADSHEL and ADBOX:

Size:	1800 x 1200 mm
Safe Copy:	1700 x 1100 mm
Recommended Paper Weight:	170 gsm

### BILLBOARDS:

#### 48 Sheet

Size:	3048 x 6096 mm
Safe Copy:	2748 x 5796 mm
Recommended Paper Weight:	115 gsm Blueback

#### 48 Sheet Lightbox

Print/Bleed Size:	6210 x 3125 mm
Final Size when fabricated:	6240 x 3155 mm

#### 96 Sheet

Size:	3048 x 12192 mm
Safe Copy:	2748 x 11892 mm
Recommended Paper Weight:	115 gsm Blueback

#### 96 Sheet Lightbox

Print/Bleed Size:	3060 x 12210 mm
Final Size when fabricated:	3090 x 12240 mm

#### Golden Square

Size:	6096 x 6096 mm
Safe Copy:	5796 x 5796 mm
Recommended Paper Weight:	115 gsm Blueback

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## ADTALK ROI

### Front Door

Size:	Top Panel	1038 x 643 mm
	Bottom Panel	678 x 643 mm

### Side Panel

Size:	Top Panel	1060 x 700 mm
	Bottom Panel	700 x 700 mm

Recommended Material: Self-Adhesive vinyl

Please note that the position of door handles could impact your design. Artwork templates are available on request.

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 at least **3 working days** before the in-charge date to the following addresses:

### ADSHEL: ADBOX: ADTALK: SPORTS ADVERTISING IN ROI

The Service Manager,  
Clear Channel Ireland Ltd,  
Unit 104,  
Northwest Business Park,  
Ballycoolin,  
Dublin 15  
D15N66K  
Telephone No: +353 (1) 8302888

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## **ADSHEL: ADBOX IN NI**

The Service Department,  
Clear Channel NI Ltd,  
Unit 2,  
Channel Commercial Park,  
Queens Road,  
Belfast, BT3 9DT  
Telephone No: +44 (28) 9046 3250

## **BILLBOARDS:**

For 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 at least **3 working days** before the in-charge date 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 once a cycle is finished.

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## DIGITAL SPECIFICATIONS:

### Linear Content

#### Static Content:

Size: 1080px x 1920px portrait

File Format: JPEG (RGB)

DPI: 150dpi

#### Motion Content:

File Formats: MPEG4, MOV

Encoding: H264

Frame Rate: 25fps

Bitrate: 8mbits/s

File Size: Recommended 10MB or less. *Any larger files will be reviewed may and be returned for resizing*

Copy Length: 10 seconds

NOTE: Screens do not emit sound

Please submit the copy as portrait

## DIGITAL ADVERTISING FILE DELIVERY

Digital advertising files must be delivered electronically to the email addresses below, in accordance with the following schedule:

Number of digital creatives	Deadline
1	Not less than 3 working days prior to the intended display of such content
2-10	Not less than 5 working days prior to the intended display of such content
11+	Not less than 10 working days prior to the intended display of such content

In circumstances where content requires non-standard file delivery or technical testing, the deadlines will be 15 working days, unless the parties mutually agree otherwise in writing.

Digital advertising campaigns in Republic of Ireland, please email files to:

[advertising@clearchannel.ie](mailto:advertising@clearchannel.ie)

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