

Northern Ireland Terms and Conditions

JCDecaux abides by the Standard Conditions of Trading of the OMA (Outdoor Media Association) except where the conditions may be altered by the following.

The expression the advertiser shall mean a named principal, being any advertising agency, person, firm or company on whose behalf or by whom an order, which incorporates these Standard, Terms and Conditions of Contract, is given to JCDecaux and this shall include the advertiser's successors in title.

Bookings & Options

Advance options for individual panels, or for campaigns will be accepted, giving first option to that client. Options placed 28 days or more in advance of the in-charge date will have a life of 10 working days. In the event of a panel or campaign under option being challenged by another client, the optioning client will be requested to confirm the booking with a written order or cancel with 24 hours. A booking made in these circumstances is non cancellable and non transferable to another client product/brand.

All bookings must be made to a specific client product and are non transferable to other clients/brands.

Posting Calendar

'Line x Line' will be posted within three working days.

Backlights will be posted in 72 hours. All other campaigns will be posted within 48 hours.

The due performance of any order is subject to suspension, variation or cancellation by JCDecaux owing to acts of God, unduly inclement weather, strikes, lockouts or legal restrictions. In the event of suspension, variation or cancellation for any of the foregoing reasons or for any other reason beyond the JCDecaux's control, then JCDecaux shall be entitled to be paid in full by the advertiser any monies due and owing by the advertiser to JCDecaux but shall not be liable to pay any damages, costs or expenses to the advertiser as a result or in respect of such suspension, variation or cancellation.

Cancellations

All orders (excluding option call-ins) may be cancelled at no charge, by either party giving at least 6 weeks written notice before day 1 of the booked cycle. JCDecaux will accept all other cancellations on payment of the following percentages of the total gross contract price, namely 25% if less than 6 weeks but more than 5 weeks notice is given, 50% if less than 5 weeks but more than 3 weeks notice is given, 100% if less than 3 weeks notice is given. All cancellations will be released onto open market for a period of 24 hours before the incumbent specialist/agency may re-book to another client. Long term or TC bookings may be cancelled by either party giving 12 weeks written notice.

Acceptance and Display of Advertisements

JCDecaux have the right to refuse to exhibit or continue to exhibit any display which in JCDecaux's opinion is objectionable, unsuitable, impracticable for any cause, or likely to give offence contrary to the provisions of the code of Advertising Practice, or in the opinion of JCDecaux is prejudicial to the interests of JCDecaux, or for any other reason. In such event the

contract in whole or in part may be cancelled by JCDecaux and to the extent not so cancelled without notice to the advertiser and the cost incurred in such removal shall be repaid by the advertiser on demand and the contract in whole or part shall be deemed to be without further notice.

Posters

It is the advertiser's responsibility to ensure that the posters supplied confirm to the quality standards of JCDecaux. Posters printed on different materials i.e. vinyl, pre-pasted paper or grades of paper which have not previously been used successfully in posting will be used only after separate negotiations with JCDecaux.

Where the printed poster quality is below the acceptable standards of JCDecaux, the company reserves the right to cover over at the advertiser's cost.

Paper Specification

JCDecaux recommends that all billboard posters are printed on 115 GSM Opaque/Blueback.

Display Dimensions

96 Sheet	3,048mm x 12,192mm
48 Sheet	3,048mm x 6,096mm

A 96 Sheet Poster comprises of twenty four 1524mm x 1016mm sections joined.

A 48 Sheet Poster comprises of twelve 1524mm x 1016mm sections joined.

Safe Copy Area

96 Sheet	2,860mm x 11,200mm
48 Sheet	2,860mm x 5,600mm

A 48 Sheet Poster is likely to expand by up 150mm, and a 96 sheet poster up to 300mm when wet. To ensure copy is visible when viewed from any angle, JCDecaux recommends that the baseline should be printed at least 150mm from the bottom, and there should be no copyline/logo within 300mm of the right-hand side of the poster increasing to 450mm for 96 sheets.

Change of Poster

Customers are entitled to a change of poster once every 14 days, if required, free of charge. This applies to standard posters – not printed panels or skins. Changes at more frequent intervals will be subject to an additional charge. Where blanking to end of campaign is required the additional cost will be charged. JCDecaux undertakes to complete changes made free of charge within 3 working days of stipulated date. Changes of design for which a separate charge is to be made, will also be completed within 3 working days. Any other changes are subject to separate agreement with JCDecaux. Customers who have booked TC panels are entitled to a change of design once every 28 days. TC panels will be posted on the same days as line by line panels. Any changes to these dates will be subject to a posting charge.

Poster Quantities

It is the advertiser's responsibility to supply a sufficient number of additional posters to cover the maintenance of display (15% extra per cycle is recommended).

Delivery

All posters should be delivered to JCDecaux's technical centre at least 5 working days before the In Charge date, or agreed date of change of poster, in order to ensure that JCDecaux can meet their commitment to display posters within the specified time.

Posting Instructions

Detailed posting and design instructions (where applicable) should be received by JCDecaux a minimum of five working days prior to the In Charge date.

Display

JCDecaux undertakes to display the poster within the time specified on the Posting Calendar weather permitting. In the event of late delivery of posters or late receipt of design instructions the display may not be posted on the booked in-charge date. Posters received less than five working days before in-charge shall be considered late posters. JCDecaux will ensure that late posters shall be posted at the first available opportunity. At all times priority will be given to posters which are received on time.

Damages

In the case of damaged display, we will rectify the situation within 2 working days of receipt of written notification.

[**www.jcdecaux.ie**](http://www.jcdecaux.ie)