

Republic of Ireland – Terms & Conditions

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

Bookings & Options

• Large Format/LUAS/Metropolises/Metropanels

Advance options for individual panels or for campaigns will be accepted, giving 'first option' to that client. The books open 4 cycles (8 weeks) in advance; the allocation of sites will be at the sole discretion of JCDecaux. Clients must convert options into bookings 2 cycles before in-charge at the very latest. All bookings must include paperwork. Options which have not been booked must be dropped according to JCDecaux's Book/Drop calendar. Once dropped, the sites cannot be re-optioned by the same client/agency or specialist, only a booking will be accepted. The sites can be optioned by another client/agency or specialist but only for a five day period. All bookings must be made to a specific client/product and are not transferable to other clients/brands. In the event of a panel or campaign under option being required by another client, the optioning client will be requested to confirm the booking with a written order or cancel within 24 hours (Line by Line/individual sites from Campaigns) or 48 hours (Campaigns). 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

• Large Format:

'Line by Line' will be posted within three working days. All campaigns will be posted within 48 hours. TC ('Till Cancelled') long term bookings will be posted on the same days as Line by Line panels and are entitled to a change of design once every 28 days.

• Luas:

Luas Straplins, Portrait Panels and Tram Dominations will be posted within 48 hours of the start of Day 1 of each cycle. Luas Columns will be posted within 72 hours on the Sunday, Monday and Tuesday nights at the start of each cycle.

• Metropolises/Metropanels:

All Metropolises and Metropanels will be posted within 48 hours of the start of Day 1 of each cycle

Cancellations – Large Format & Luas

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 4 weeks notice is given, 50% if less than 4 weeks but more than two weeks notice is given, 100% if less than 14 days notice is given. All cancellations will be released onto the 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 6 weeks notice, provided the order has run for more than 36 weeks.

Posters – Large Format & Luas

It is the advertiser's responsibility to ensure that the posters supplied conform to the quality standards of JCDecaux. A visual inspection of posters will be conducted by JCDecaux and clients will be notified of any visual/material defects deemed to be caused by the quality of the materials used and/or poster production process. 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.

Print & Paper Specification – Large Format

JCDecaux requires that all Large Format posters are printed on 115 GSM Opaque/Blueback.

Dimensions Large Format

96 Sheet	3,048mm x 12,192mm
48 Sheet	3,048mm x 6,096mm
Europanel	3,000mm x 3,960mm
Platinum Square	6,096mm 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

Europanel Poster comprises of eight 1500mm x 990mm sections joined

A Platinum Square consists of twenty four 1524mm x 1016mm sections joined

Safe Copy Area – Large Format

96 Sheet	150mm all sides
48 Sheet	150mm all sides
Europanel	150mm all sides
Platinum Square	150mm all sides

A Europanel poster is likely to expand by up to 100mm, a 48 sheet poster up to 150mm, and a 96 sheet poster up to 300mm when wet. To ensure a 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

Print & Paper Specification – Luas

	Width
Column Top	1165*
Column Bottom	1165*

Height

1230* 170 gsm Art (matt/gloss)

1840* 170 gsm Art (matt/gloss)

Safe Copy Margins *100mm all sides.

Distance between top & bottom posters 670mm

Straplines	1454 X 140 White S/A Removable Vinyl (Fascal Superscreen100)
Window Strip	100 X 1530 White S/A Removable Vinyl (Fascal Superscreen100)
Portrait Panel	350 X 595 White S/A Removable Vinyl (Fascal Superscreen100) matt laminate print side
Contravision	1300 X 165 Exterior attachments for exterior display
Skylines	Size as per supplied template should be printed on removable vinyl and matt laminated on the print side

Tram Domination: Each cycle, two trams on each of the Luas lines will be available for Tram Domination. Straplines, Window Strips and Portrait Panels are all available in a Tram Domination. Window Strips are only available as part of Tram Domination. A replacement tram will be posted as a Tram Domination if the original tram is out of service for more than 2 working days.

Print & Paper Specification – Metropoles

Full Poster Area	3150mm x 2320mm
Visible Poster Area	3060mm x 2230mm
Safe Copy Area	2940mm x 2110mm

Print & Paper Specification – Metropanels

Full Poster Area	1200mm x 1800mm
Visible Poster Area	1168mm x 1776mm
Safe Copy Area	1100mm x 1700mm

Quality Control – Large Format & Luas

Posters which fail to meet the above criteria may be rejected or incur additional costs. JCDecaux will not accept responsibility for any damages that may arise as a result of non-conforming posters

Change of Poster – Large Format

Customers are entitled to a change of design once every 14 days, if required, free of charge. This applies to standard wet posters, not painted panels. Changes at more frequent intervals will be charged. Where blanking prior to posting 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

• Large Format/Metropoles/Metropanels

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

• Luas:

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 for all formats except Tram Domination where 130% extra per cycle is recommended).

Delivery – Large Format/Luas/Metropanels

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

Delivery – Metropoles

Artwork (signed off with a hard copy) is due at the printers 10 working days before in-charge

Posting Instructions – Large Format/Luas/Metropoles/Metropanels

Detailed written posting design instructions and artwork details should be received by JCDecaux a minimum of five working days prior to the In Charge Date in order to ensure that we meet our commitment to display the posters within the specified time.

Display – Large Format & Luas

JCDecaux undertakes to display posters 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 later than five 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

• Large Format/Metropoles/Metropanels

In the case of damaged display, our commitment is to repair all reported damages within two working days in urban areas and up to 3 days elsewhere upon receipt of written notification, assuming we have sufficient poster stock. Once damages are fixed within this period, no credit is applicable. Damages should be sent to: damages@jcdecaux.ie or alternatively phoned to our Damages freephone: 1800-48-48-64.

• Luas:

In the case of damaged display, we will rectify the situation within 2 working days on receipt of written notification. Any loss of display due to the non-operation of part or all of the Luas network will be considered, based on the posters and timeframe affected. No credits will be given for

operational issues which are rectified within twenty four hours. Credits may be given for issues which extend beyond twenty four hours for each panel day's loss of display. Damages should be sent to damages@jcdecaux.ie or alternatively phoned to our Damages Freephone: 1800 48 48 64. For damages to posters on the trams we request that you provide a tram number so as to facilitate prompt response.

Seasonality

Seasonal discounts/premiums apply to Large Format as per JCDecaux's Posting Calendar. Metropoles, Metropanels and LUAS have a flat rate all year.

Acceptance and Display of Advertisements

JCDecaux has 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 parts.
