

## 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 and Options

- **All Formats**

Advance options for individual panels or for campaigns will be accepted, giving 'first option' to that client. The allocation of sites will be at the sole discretion of JCDecaux. Clients must convert options into bookings two cycles before in-charge at the very latest. All bookings must include paperwork. 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 48 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

- **Large Format**

Advertisements will be posted during week 1 of the cycle and displays are on show for 14 days.

<https://www.jcdecaux.ie/republic-of-ireland/cycle-calendar>

- **Metropoles**

Metropoles will be posted on Monday and Tuesday of week 1 of the cycle.

- **Digital**

All digital panels will be activated at the start of Day 1 of each cycle unless otherwise agreed at the time of booking.

### Cancellations - All Formats

All orders (excluding option call-ins) may be cancelled at no charge by either party giving at least six 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 six weeks but more than four weeks' notice is given, 50% if less than four 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 six weeks' notice, provided the order has run for more than 36 weeks.

### Posters - All Formats

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.

All posters should be designed and printed to the relevant size which can be found using the following link:

<https://www.jcdecaux.ie/republic-of-ireland/design-specifications>

### **Large Format (additional information on quality and print)**

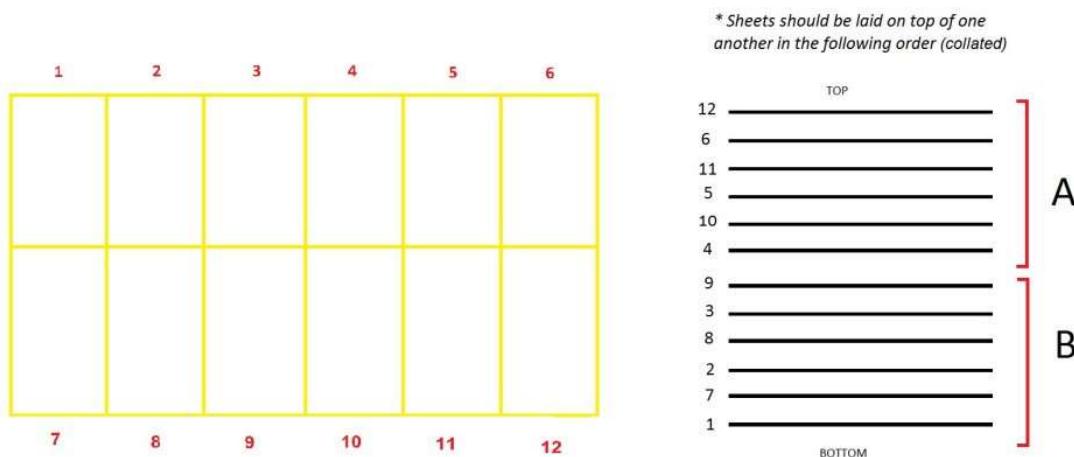
Large format posters should be printed on 115gr/mtr sq blue back paper.

We will accept all forms of printing such as screen, digital and litho providing no UV inks are used in the printing process.

If any printer wishes to supply posters using new technology and/or inks, then we will require samples of these to test before agreeing to accept them.

All posters must have the required rain laps and these laps should have no ink coverage to help with adhesion.

Posters should be delivered in packs of a maximum of five posters and should be collated as below, all packs should be delivered with an A4 size graphic on the outside as an identifier.



### **Quality Control of Posters**

Posters which fail to meet the print specifications 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.

### **Poster Quantities - All Formats**

It is the advertiser's responsibility to supply a sufficient number of additional posters to cover the maintenance of display (10% extra per cycle is recommended for all formats).

### **Delivery - All Formats except Metropoles and Première**

All posters and digital files should be received by JCDecaux's Technical Centre at least five working days before the in-charge date, or agreed date of change of design, to ensure that we meet our commitment to display the advertisements within the specified time.

### **Delivery - Metropoles and Première**

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

### **Posting Instructions - All Formats**

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 to ensure that we meet our commitment to display the posters within the specified time.

### **Display - All Formats**

JCDecaux undertakes to display advertisements 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 - All Formats**

In the case of a damaged display, our commitment is to repair all reported damages within two working days in Dublin and up to three days elsewhere upon receipt of written notification, assuming we have sufficient poster stock. It is the responsibility of the client to provide spare posters / pay for reprinting of replacement posters. Once damages are fixed within this period, no credit is applicable. Damages should be sent to: [serviceteam@jcdecaux.ie](mailto:serviceteam@jcdecaux.ie) or alternatively phoned to our Damages Freephone: 1800 48 48 64

### **Acceptance and Display of Advertisements**

Advertisers agree that JCDecaux may submit any Advertisements to the pre-display vetting service provided by the Advertising Standards Authority for Ireland and/or Central Copy Clearance Ireland. JCDecaux has the right to refuse to exhibit or continue to exhibit any display which in the opinion of JCDecaux is objectionable, is in conflict with JCDecaux values or our Code of Ethics, is 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, in whole or parts.

### **Political Advertising**

In accordance with the provisions of Regulation (EU) 2024/900 on the transparency and targeting of political advertising, it is the responsibility of the Principal /Advertiser to declare if their campaign is of a political nature and to supply JCDecaux Ireland with the relevant prescribed information as detailed on the Order Confirmation documentation as set out below:

(i) a declaration stating whether the advertising service constitutes a political advertising service within the meaning of Article 3, point 5, of the Regulation and whether they are (a) a citizen of the European Union; or (b) a third-country national permanently residing in the Union and having a right to vote in that election or referendum in accordance with the national law of the Member State of residence; or (c) a legal person established in the Union which is not ultimately owned or controlled by a third-country national, with the exception of third-country nationals referred to in point (b), or by a legal person established in a third country.

(ii) All the relevant information in order to allow JCDecaux Ireland to comply with Articles 9(1) (Record-keeping), 11(1) (Labelling) and 12(1) (Transparency notice) of the Regulation. The Principal/Advertiser shall ensure that the information provided is accurate and complete. Where the Principal/Advertiser becomes aware that any information transmitted to JCDecaux Ireland is incomplete or inaccurate, it shall contact JCDecaux Ireland without undue delay and shall transmit completed or corrected information.

Where the information cannot be completed or corrected without undue delay, JCDecaux Ireland shall not display the political advertisement or shall without undue delay discontinue the display, delivery or dissemination of the political advertisement. If this situation arises, JCDecaux Ireland shall without undue delay inform the Principal/Advertiser about its decision to not display or discontinue the display of the political advertisement.

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