

OUT-OF-HOME ADVERTISING ENGAGEMENT TERMS

1. OUT-OF-HOME ADVERTISING DISPLAY STEPS

(a) Out-of-Home Company to receive display material of the right specification

(b)

- i. To dispatch material (Non LED) and commence display.
Delivery period: 5 days within Lagos and 7 days outside Lagos
- ii. On LED platforms, display to commence within 24 Hours upon receipt of materials

(c) To submit proof of display (Pictures), invoice and MPO copy upon display

(d) To send notice of expiration/ display extension before display runs down.

- i. For a 12 months campaign, expiration notification to be sent 3 months to the date of expiration.
 - ii. For a 3 months campaign, expiration notification to be sent 1 month to the date of expiration.
 - iii. For a 1 month campaign, expiration notification to be sent 1 week to the date of expiration.
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- i. To send off-charge notification with proof of performance
 - ii. To remove display/ closure

2. OUT-OF-HOME MEDIA TRANSACTIONS

(a) MEDIA PURCHASE ORDER (MPO): MPO must state rates, duration and payment terms

(b) IN-CHARGE: In-charge date shall commence upon display of material. However, the following terms will apply;

- iii. If display of material is delayed by Out-of-Home Company beyond 7 days, in-charge shall be adjusted accordingly.

- iv. If client delays material after issuance of contract, in-charge shall commence after a grace period of one (1) week.
- v. Material posting shall not exceed 4 times (once per quarter) for a 12 Months campaign. Any extra posting shall attract a fee

RECONCILIATION AND CANCELLATION CLAUSE

- ☐ All/any reconciliations and revision of submitted invoices to be completed within fourteen days (14) days of the expiration of the monthly advertising campaign/cycle.
 - ☐ Either party is at liberty to cancel a contract within 7(days) of acceptance, provided the site has not been activated and in-charge commenced.
 - ☐ If there is a justifiable need to cancel a duly awarded contract/ MPO and running campaign, one-month notification period must be given or 25% of MPO value paid in lieu.
 - ☐
 - ☐ Either party is also at liberty to cancel an ongoing campaign on account of aberration, as follows

- Delays/non-Payment:
- Nonperformance of terms:
 - Submission of monthly monitoring report timely
 - Posting of material within the stipulated timelines
 - Repairs of structure and site maintenance to meet the minimum
 - Loss of visibility due to Inability to curb regulatory or area boys menace

- Force majeure; provided the party who is obligated is unable/unwilling to rectify the damage within the life of the contract.

- Out-of-Home Company must (1.) Be timely notified to possibly rectify and make amends where possible, (2.) allowed the option to sort out issues and compensate for non-display where applicable.