

Getting it right

Global reserves the right to refuse to display any advertising without providing specific reasons.

Where an advertisement has given cause for concern, we may offer recommendations to help bring the copy in line with the guidelines below. We actively encourage our clients, agencies and specialists to send us artwork well in advance of production to avoid any delays to or rejection of your campaign.

It is the policy of Global not to accept an advertisement for display on sites that they manage in the Republic of Ireland if in the opinion of Global the advertisement:

- Does not comply with applicable laws or incites anyone to break the law
- Does not comply with Advertising Standards Authority for Ireland rules and guidance
- Does not comply with the standards of best practice set out by the Outdoor Media Association (OMA)
- Contravenes advertising copy restrictions or prohibitions of any Global franchise or asset partner
- Does not comply with Global's General Terms and Conditions of Sale
- Might adversely affect the interest of the advertising site owner or might result in Global being in breach of any of its contractual obligations to a site owner
- Infers any connection with an individual or organisation or includes any content that on account of such connection or inclusion, could result in litigation against, or cause legal liability for, Global

Please note:

To avoid last minute difficulties and the possibility of wasted production costs, Global is happy to review and confirm the likelihood of a poster's acceptability to Global prior to the copy deadline. For the avoidance of doubt, any communication, recommendation or confirmation from Global in respect of an advertisement does not constitute legal advice or confirmation that the advertising complies with this Policy or any standard referred to in this Policy.

Furthermore, it remains the advertiser's responsibility to ensure creative or advertisement copy does not breach copyright or other intellectual property rights. Licensed brand images and logos require the express permission of the owner before use. Global is not responsible for property rights or permissions.

In the event of the rejection of copy 'Slipping' or covering over portions of the poster in question will not be accepted as an alternative.

