

DOOH – Terms & Conditions, Protocols & Service Levels

Site Lists

- Where specific sites/site lists **are** requested/required for an option or booking, the site list shall be provided by Global as detailed below:
 - **When:** at the time of option/booking but no later than 48 working hours prior to the campaign live date.
 - **Format:** details sent via email.
- Where specific sites/site lists are **not** requested/required for an option or booking, a site list shall be provided by Global as detailed below:
 - **When:** <one week prior to the campaign live date but no less than 48 working hours prior to the campaign live date.
 - **Format:** details sent via email.

Bookings/Orders

- No campaign will go live without an official Order/Booking Confirmation – an email will not constitute a confirmed Order/Booking Confirmation.
- Order/Booking Confirmation must be received by 5pm at least 2-working days prior to the campaign live date.
- Campaigns where Orders/Booking Confirmations are received <2-working days prior to the campaign live date are not guaranteed to be live on the campaign live date.
- Where an Order/Booking Confirmation includes/contains a site list, it will be assumed that the site list on the Order/Booking Confirmation corresponds with the site list provided by Global at time of option/booking (see 'Site Lists' above), unless there is a clear and direct request/instruction to amend the site list on the email to which the Order/Booking Confirmation is appended.
- All Orders/Booking Confirmations must be emailed to: ordersdigitalireland@global.com

Playouts (Campaign Delivery)

- The minimum level of Delivered Plays versus Planned Plays for any campaign will be as follows:
 - Where specific screens/site list are not selected.
 - ⇒ Total Plays for a campaign over the full campaign period for all screens combined: >98%.
 - ⇒ Total Plays for each day of the campaign period for all screens combined: >95%.
 - Where specific screens/site list are selected.
 - ⇒ Total Plays for a campaign over the full campaign period for each selected screen: >98%.
 - ⇒ Daily Plays for each selected screen: >95%.
- In the case of both campaign examples above, the minium level of total campaign plays to be delivered will always be >98%.

Copy / Schedule Deadlines and process (standard digital campaigns)

- Responsibility for chasing and providing digital copy files to the correct specification and within the prescribed deadline will rest solely with the client/advertising agency/specialist agency.
- The only exception to this will be as follows:
 - Within each advertising cycle, on the Thursday prior to the Monday cycle-start a member of the Global Digital Team will send, via email, a list of your booked digital campaigns for the coming cycle for which no copy has yet been received.
 - On Friday prior to Monday cycle-start a further list will be circulated highlighting your booked digital campaigns for which no copy has been received.

Outside of these two communications, the Global Digital Team will not actively chase copy for your booked campaigns.

- **Campaigns involving <5 individual designs/creative executions per format**
 - In each advertising cycle, standard campaign digital copy for any Monday cycle-start must be received by midday (12pm) on the Friday prior to Monday cycle-start. Digital copy received after this deadline may not be verified for correctness or uploaded for display until after Monday cycle-start.
 - For all other standard campaign digital copy, files must be received by 14.00 on the day prior to display. Digital copy received after this deadline may not be verified for correctness or uploaded for display until after the live date/time.
- **Campaigns involving >5 individual designs/creative executions per format**
 - In each advertising cycle, standard campaign digital copy for any Monday cycle-start must be received by midday (12pm) on the Thursday prior to Monday cycle-start. Digital copy received after this deadline may not be verified for correctness or uploaded for display until after Monday cycle-start.
 - For all other standard campaign digital copy, files must be received 2-working days prior to display. Digital copy received after this deadline may not be verified for correctness or uploaded for display until after the live date/time.

Copy Deadlines and process (non-standard digital campaigns)

- **Dynamic Campaigns** (event triggered, external links etc)
 - Dynamic campaigns must be declared >4 weeks prior to campaign live date or at time of option/enquiry (whichever is earlier).
 - To enable adequate testing, Digital copy for any such campaign must be provided 2 weeks prior to the campaign live date.
- **Non-Standard Digital Schedules**
 - If a campaign is to involve non-standard scheduling this must be confirmed >2 weeks prior to campaign live date or at the time of option/booking (whichever is earlier). Non-standard scheduling
 - Non-standard digital copy files must be provided >1-week prior to campaign live date to allow adequate testing to be completed where necessary - Digital copy files received after this deadline might not be tested, uploaded & live for the campaign start date.

Playout Reports

- When requested Playout reports showing planned/booked plays and delivered plays will be provided within 2-working days following the end of the campaign period.

The terms outlined herein are supplementary to our General Terms and Conditions of Sale
<https://global.com/ie/wp-content/uploads/2021/12/General-Terms-and-Conditions-of-Sale.pdf>



Effective May 2024