

## Six-Delta Communications.

### Terms and Conditions

### For Banner Advertising.

Minimum banner ad run is one calendar month.

Calendar month refers to a month as per the calendar irrespective of number of days contained therein.

A monthly campaign will run from the first day of that month until the last day unless otherwise negotiated.

Banner adverts appear on the Communicator randomly.

No advertiser can leverage an advantage by occupying the first banner slot on the system. This ensures equal coverage for all advertisers.

Click Through Rates (CTR) and impression reports can be provided at the end of a calendar month if requested by the advertiser.

A comprehensive report will be provided at the end of the campaign.

Banner slots requested are subject to availability at the School or Club as requested by the Advertiser at that time (First come, first served).

Six-Delta reserves the right, in the event that no banner slots being available at the requested school for that particular month, to move the

Advertisers banner to a school of similar nature or geographical location in order to maintain the Advertisers chosen demographic.

Campaign bookings may be placed maximum six (6) months in advance.

School and Club management reserve the right to request Six-Delta to remove advertising that may not be acceptable to them in terms of values and/ or incumbent school/ club sponsors.

Six-Delta will inform the advertiser should a request of this nature be received from a school or club and will work to provide a solution.

Six-Delta will not be liable for any compensation (monetary or otherwise) should a school or club veto a banner advert outside of a refund to the advertiser of the cost of the banner(s) booked less a 15.0% administration fee should a mutual solution not be obtainable.

Six-Delta will not respond to requests for advertisement placement of the following nature:

- Alcoholic Beverages.
- Tobacco Products.
- Fast Food franchises.
- Adult content providers.
- Any other products/ services of a similar nature listed above.

Ad banners are received by Six-Delta as is and are considered pre-approved by the advertiser.

Banners must be received by Six-Delta 5 days prior to the campaign launch. Six-Delta will not be held responsible for any delays in uploading of banners should be received late and after the date of campaign launch/ start.

Banners should be provided in .png, .swf or .jpg format and should be as close to 50kb in size as possible.

Banner dimensions are to be 468 x 60 pixels in size.

Six-Delta can provide the artwork, should this be requested, and standard rates will apply as per our [Pricing](#) policy.

It is understood by the client (advertiser) that Six-Delta provides the platform upon which the client's goods and/ or services are promoted.

Six-Delta is in no way responsible, or liable, for the success (or lack thereof) of the client's banner ad campaign during the promotional period on the School Communicator.

#### **Cancellation Policy:**

- Cancellation of a banner ad (single or campaign) will incur a 7.5% administration fee if cancelled outside of 21 days prior to requested display month.
- Cancellation of a banner or campaign inside of 21 days of the start date of the requested campaign will incur a full rate charge to compensate for loss of revenue.

#### **Payment policy.**

- 100% Payment is to be received at the time of booking in order to secure and confirm the banner slot(s).
- Should the client wish to pay Six-Delta with post-dated cheques during the period of a campaign a 5% administration fee will be added to the total of the invoiced amount.
- Failure to receive payment for the requested banner slot may result in the requested slots being sold on to another interested party.

\*\*\* End \*\*\*