



If you want to make an instant impact, advertising on our new in-motion screen can raise your brand's profile and deliver immediate results right where it matters most.

While traditional media affectivity continues to decline, putting your advert in a location where it sits in front of a 2.5 Million strong captive audience annually becomes imperative. It works because every single person that visits The Point shopping mall sees it. They don't have to tune-in, click on it or turn the page and it is also less intrusive than other methods of advertising.

Media Type			
20 Second Spot on a 10-minute loop			
10 Second Spot on a 10-minute loop			

1 Week	4 Weeks	12 Weeks
€245	€700	€1,680
€140	€400	€960

- Prices listed above are exclusive of VAT
- LED Screen Wall Standard operation hours are the opening hours of The Point Shopping Mall, currently Monday to Sunday 10am to 7.30pm (9.5 hours daily)
- Final artwork/footage are subject to The Point management approval.
- Artwork to be supplied in MP4, AVI or MOV file format, measuring 2560 pixels high x 768 pixels wide.
- Minimum booking period is of 1 week. Advertising packages will be sold as above.
- Booking deadline 3 weeks in advance of campaign commencement date. A surcharge may apply if this is less
- The advertiser must make payment of campaign in advance.
- Artwork can be changed once in any 4-week slot. Additional changes carry a surcharge of €20
- Material deadline advertising footage to be received at least 2 weeks prior to campaign commencement date.

## **TERMS & CONDITIONS**

Unless otherwise stated, all capitalized terms used herein shall have the same meaning as defined in General Terms & Conditions set out at The Point Shopping Mall website at URL: http://www.thepointmalta.com

All advertising materials (hereinafter referred to as the "advertising materials") submitted to The Point Marketing Department for display shall:

- a) not infringe the copyright or other rights of a person/ organisation/company; and/or
- b) not contain false or unwarranted claims for any product or services and/or defamatory statements.
  And/or
- be approved in writing by The Point Shopping Mall Marketing Department
- d) confirm with guidelines set by The Point Marketing
   Department
- e) not, in The Point Marketing Department, be immoral, indecent or obscene in nature or racially or religiously offensive to the public.

Any advertising materials supplied by the advertiser or agency shall be delivered to The Point Marketing Department (TPMD) at advertiser/agency's sole cost and handed in at least two (2) weeks prior to commencement of campaign.

TPMD reserves the right to refuse adverts for any late submission of materials. The advertising materials must be supplied in such format as may be specified by TPMD. Additional costs will be charged to advertiser/ agency if the advertising materials are not supplied in the prescribed format. All advertising materials shall not be returned to the Advertiser or Agency.

Advertiser and Agency jointly undertake to secure for TPMD all necessary rights to reproduce, edit and display advertising materials.

Advertiser and Agency shall be jointly liable to keep Tigne Mall Plc. Indemnified against all claims, legal actions, suits, settlements, demands, taxes, losses and expenses including legal fees in respect of the advertising materials supplied by the Advertiser/Agency for reproduction and/or display.

Bookings are made on a first come, first served basis and subject to availability.

TPMD shall use best efforts to display the advertising materials on the dates specifies in this agreement, however under no circumstances shall Tigne Mall plc be liable in the event of any late display of advertising material for any reason.

TPMD shall have the right to cease the display of any advertising materials, which in our opinion is objectionable, unsuitable, and liable to give offence. In such event, TPMD may terminate this booking without any liability or refund of fees to Advertiser or Agency.

TPMD shall have the right to substitute the locations of the display of the advertiser materials with comparable locations without refund of fees.

TPMD shall not be liable for an interference or failure to display any advertising materials resulting from any accident breakdown, or partial. Non-performance of equipment and machinery for any reason whatsoever, failure of power, fires, strikes, flood, weather conditions, accidental or deliberate and unauthorised tampering of advertising materials or any frustrating events beyond our control.

In addition, TPMD shall not be liable for any fair wear and tear or any vandalism of the advertiser's materials once it is being displayed.

For the avoidance of doubt, unless otherwise expressly stated, no exclusivity is granted to the Advertiser and nothing herein shall restrict TPMD from accepting advertisement from any other advertisers.

TPMD reserves the right to cease the display of advertiser's materials at any time for the purpose of repair and for security of display unit.

Agency/Advertiser hereby agrees to the Terms & Conditions stated above and confirms booking of in motion billboard displayed at The Point Shopping Mall according to the following conditions.

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Authorised Sign	ature	Date	
Name of Compa	ny		
Name of Advert			
10 second spot			
20 second spot			
1 Week Package:	Commence	ment Date	
4 Week Package:	Commence	ment Date	
12 Week Package	: Commenc	ement Date	