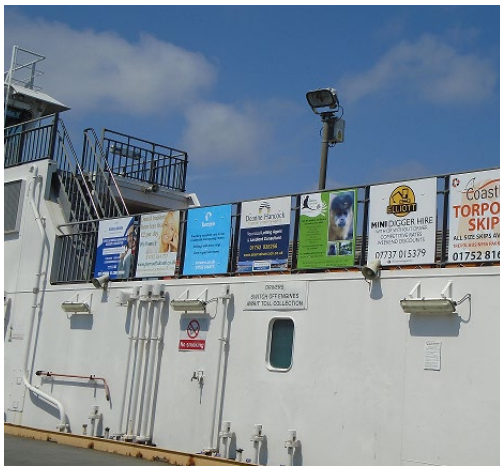




ADVERTISING ABOARD TORPOINT FERRIES



Advertising hoardings are located on the upper deck rails of each ferry.

Approximately 2.5 million vehicles and some 3.5 million pedestrians use the Torpoint Ferries each year.

The traffic is predominantly commuter based and of local origin and destination – either living in South East Cornwall and working in Plymouth, or vice versa.

Tamarcrossings is thus able to offer unique facilities to advertisers in that advertisements can be targeted at both regular users of the facilities which are car-owning, living and working locally in the Rame Peninsula and which may therefore be assumed to have income to spend in the local area and also those visiting the Peninsula for leisure and employment.

Due to the very high demand for space aboard the ferries, each advertiser is limited to a maximum of **two 1m²** spaces. This limitation has the advantage of ensuring variation between ferries and offering more interest to consumers who are likely to repeatedly use the facility at Torpoint.

To apply for one or two spaces please fill out the New Customer Form and return it to the Torpoint Ferry Office or email to enquiries@tamarcrossings.org.uk

SPECIFICATION FOR BOARD

It is the responsibility of the advertiser to provide boards to our published specification and of a suitably professional finish which are capable of withstanding the variable weather conditions on the Tamar.

Boards must measure 1m x 1m square, be no less than 10mm in thickness and constructed of uPVC or a similar grade plastic.

METAL BOARDS OF ANY DESCRIPTION WILL NOT BE ACCEPTED and we do not hold any responsibility for costs incurred rectifying rejected / unacceptable boards

PAYMENT

1m x 1m Advertising Space = £200 + VAT (total £240.00) per space per annum

Payment must be received in full, in advance of erection of display board either by: cash, cheque or BACS. Payment details supplied with invoice.

Terms and Conditions of display of Advertising Boards

1. Advertising materials and artwork must conform to standards regarded as suitable for display in public places. Management reserves the right to not display material which it feels does not conform to these standards and also reserves the right to refuse boards on the grounds of common decency, political statements or if it believes that the prospective advertisement is against the general public interest. Management will also remove from display, materials which in their judgement, have become shabby or unsafe. If in any doubt advertisers should seek approval/ agreement prior to committing to production costs.
2. Management reserves the right to reject advertising boards that have not been constructed to our published specification and shall not be held responsible for costs incurred rectifying unsuitable or rejected boards.
3. Advertisers are to produce their own display and artwork at their own expense, ensuring that they are suitable for the medium and environment for which they are intended.
4. Tamarcrossings will arrange the erection of boards intended for exterior display.
5. The advertising period for advertising boards starts from the date of erection on board the ferry and the anniversary date thereafter.
6. When the renewal of the rental is due an invoice will be sent out. If you would like to continue advertising, then you can simply pay the invoice and your contract will continue. If you decide you do not wish to extend the rental period, please call us to cancel and we will credit the invoice and remove your board. The advertiser will collect the board(s) within one month or request for the Joint Committee to dispose of said board(s).
7. Failure to meet payment terms (see below) will result in boards being removed from display and will be disposed of if not collected within one month of that removal. Tamarcrossings will advise the advertiser of the removal of the display following the end of contract or a failure to settle a renewal invoice within Terms and Conditions and the date on this notice will be the date from which the one month notice for collection is given.
8. The Joint Committee's General Payment Terms applies to all transactions. Where an existing client is invoiced for rental in subsequent years, the Joint Committee reserves the right to remove boards within 7 days of those payment terms not being met and to let the vacant space to another client.
9. If a Ferry is taken out of service for maintenance or breakdown, no pro-rata refund will be due.

10. You are deemed to have accepted these Terms and Conditions once you have signed the New Customer Form.

11. Upon acceptance of New Customer form and subsequent space reservation aboard the ferry, customer must deliver the board within 2 months or forfeit the space.

CONTACT DETAILS:

Torpoint Ferry Office

2 Ferry Street

Torpoint

(01752) 812233

enquiries@tamarcrossings.org.uk

Office hours: 9 – 5 (mon – Thurs)

9 – 4:30 pm (Fri)