

## TERMS AND CONDITIONS

These terms and conditions shall, combined with the order, form the agreement between the undersigning parties. In the case of discrepancy between these terms and conditions and the order, the order shall prevail.

### 1. PAYMENT TERMS

#### Payment

The campaign will be invoiced each calendar month in arrears and 30 days from invoice date (i.e. the customer pays min 10 days before campaign start). If the order starts later than 40 days prior to campaign start, the payment terms will manually change accordingly shorter, so payment deadline is still 10 days before campaign start. If the campaign starts later than 8 days prior to campaign start, it is accepted that the client will have a minimum 8-day payment deadline. For Media Agencies the terms of payment are current month + 30 days.

#### Reimbursement

Airmagine extends a reimbursement of 1% to advertisers who provide payment security in the form of participation in the security program of the trade organization of advisory creative professions “Kreativitet & Kommunikation” (“Creativity and Communication”). Information reimbursement of 1% can be given to advertisers who fulfil Airmagine’s conditions hereof.

#### Digital Campaign Delivery & Guarantee

We offer no guarantee on events or analogue products. The digital guarantee becomes effective when the total amount of contacts bought is more than 300,000, and the digital campaign is running for more than two consecutive weeks. The digital guarantee becomes effective when under delivery exceeds 10 pct. Airmagine does not guarantee contacts when purchasing Ownership but guarantees exclusive screening time during the period.

#### Make goods

In case of contact delivery shortfall - within the guaranteed amount of contacts - the Advertiser is not entitled to a refund. Any delivery shortfalls may be completed in the next campaigns after agreement with the ordering customer. The ordering customer holds the responsibility of informing Airmagine of the use of possible receivables. Any balance of due will lapse finally if not used within the first six months of the following year.

### 2. CHANGES AND CANCELLATIONS OF CAMPAIGNS

#### Campaign changes: Digital Campaigns

Request for moving a campaign must be in writing (email) to Airmagine

- If a request for moving a campaign is received at Airmagine at least 3 weeks before the start of a campaign, no fee will be charged.
- If a request for moving a campaign is received at Airmagine later than 3 weeks before the start of a campaign, a fee of 30% of the total price of the moved campaign will be assessed.
- A campaign cannot be moved more than one time. Moving a campaign for the second time will be considered as a cancellation.

- Campaigns may never be moved to a new calendar year. In the event that a moved campaign is subsequently wholly or partially cancelled, the original campaign period will be the valid point for determining the cancellation fee.

#### **Campaign changes: Promotion and Analogue Campaigns**

Request for moving a campaign must be in writing (email) to Airmagine

- If a request for moving a campaign is received at Airmagine at least 6 weeks before the start of a campaign, no fee will be charged.
- If a request for moving a campaign is received at Airmagine between 2 and 6 weeks before the start of a campaign, a fee of 30% of the total price of the moved campaign will be assessed.
- If a request for moving a campaign is received at Airmagine later than 2 weeks before the start of a campaign, the campaign will be considered cancelled.
- A campaign cannot be moved more than one time. Moving a campaign for the second time will be considered as a cancellation.
- Campaigns may never be moved to a new calendar year. In the event that a moved campaign is subsequently wholly or partially cancelled, the original campaign period will be the valid point for determining the cancellation fee.

#### **Campaign cancellations: Digital Campaigns**

Request for cancelling a campaign must be in writing (email) to Airmagine

- The Advertiser has the right to cancel one or more Campaign(s) without any additional charge subject to an eight-week written cancellation notice or more prior to the first day of the original Schedule.
- The Advertiser has the right to cancel one or more Campaign(s), though subject to a charge of 40 % of the Campaign Total Investment if such cancellation has been notified in writing to Airmagine between 8 weeks and 2 weeks prior to the first day of the original Schedule.
- The Advertiser has the right to cancel one or more Campaign(s), though subject to a charge of 75 % of the Campaign Total investment if such cancellation has been notified in writing less than 2 weeks prior to the first day of the original Schedule.

#### **Campaign cancellations: Promotion and Analogue Campaigns**

Request for cancelling a campaign must be in writing (email) to Airmagine

- Promotion- and Analogue Campaigns can be canceled without related fees up to 12 weeks prior to the first day of the original Schedule.
- If the campaign is canceled later than 12 weeks prior to the first day of the original Schedule, the advertiser is required to pay the Campaign Total investment. If the cancellation has been notified in writing to Airmagine between 12 weeks and 2 weeks prior to the first day of the original Schedule, the advertiser is not charged for any production and installation costs, unless the production and installation already has taken place.

#### **Campaign cancellations: Contracts of 6 or more months**

Request for cancelling a campaign must be in writing (email) to Airmagine

- The Advertiser has the right to cancel wholly or partially long-term campaign contracts. Long-term is defined as more than 6 months of total length. If cancelled, the termination period will be current month + 3 months. Production and installation costs will not be refunded.

### **3. CONTENT DELIVERY**

Advertiser/contractor shall at his own expense and risk deliver advertising content that meets Airmagine's technical specifications cf. appendix 2,3 & 4.

All terms related to the delivery of content is set out in Appendix 2, 3 & 4.

Airmagine is entitled to reject advertising content, if this has not been received in time, does not comply with the technical specifications or does not comply with applicable laws. Airmagine is not responsible for the contractor's loss as a result of rejection.

#### **4. DOCUMENTATION REPORT**

Documentation report for the ordered campaign (applicable to digital campaigns), is made at the latest 7 calendar weeks after the last campaign date. The report is sent by mail to the contracting entity. The documentation report contains information about the number of contacts and number of showings at the screens. The report is generated electronically through the Advertising Advision software program, which receives monthly passenger traffic data from all the Copenhagen Airport. Any complaint must be made in writing to Airmagine no later than five working days after receipt of documentation report.

#### **5. LIMITATION OF AIRMAGINE'S LIABILITY**

Airmagine may reject, limit or stop distribution of an advertisement in the event of intervention on the part of Copenhagen Airports A/S or justified objections from third party (for instance rights holder) to its continued showing. In such a case, the campaign will be considered cancelled.

#### **6. TERMINATION & ASSIGNMENT**

In case of a contract termination or expiration between Airmagine & CPH airport, Airmagine shall have the unrestricted right in its sole discretion and without the advertiser's consent to:

- a. terminate this agreement with one month's written notice or
- b. assign this agreement to the new airport media operator under same conditions as set out herein, with one month's written notice.

The advertiser shall not have the right to raise any claims, neither direct or indirect, if Airmagine should choose to either terminate or assign this Agreement as set out under a. or b. above. This also applies if a new operator chooses to adopt this agreement on revised terms based on negotiations with the advertiser. The advertiser will be refunded or credited all sums paid or that should have been paid for the period of the Agreement which is terminated.

#### **7. LAW AND VENUE**

The terms of this agreement shall be governed by Danish law. Any disputes arising out of or in relation to this agreement shall be settled at the Danish courts.

#### **8. CONTACT**

Contact our planners at: +45 36 18 93 48 or [support@airmagine.dk](mailto:support@airmagine.dk) if any questions regarding technical specs, showings or delivery arises.



## APPENDIX 1 - DIGITAL CONTACTS

### Contact definition

Contacts are calculated based on the following parameters:

- Screen position
- Passenger Flow
- Screen pass-time
- Range-of-vision
- Screen size
- Passenger direction towards the screen
- Dwell time in the area

**APPENDIX 2 - DELIVERY DETAILS - ANALOGUE (INDOOR & PROMOTION)**

Analog (Indoor) - Print ready file must reach us no later than 10 working days before the first display of the advertisement. Specifications are provided upon booking.

If this deadline is not met, Airmagine cannot guarantee contact delivery in accordance with campaign booking. By late submission of advertising content, moving of the campaign start may be required. At the same time, a fee will be charged according to the following guidelines:

- Between 1-2 business days before campaign start - fee DKK 3,500
- Later delivery - fee DKK 7,500

Promotion - Specifications & Guidelines are provided upon booking.

**APPENDIX 3 - DELIVERY DETAILS - DIGITAL**

**Digital Content delivery**

Digital material must reach us no later than 3 working days before the agreed first display of the advertisement.

If this deadline is not met, Airmagine cannot guarantee contact delivery in accordance with campaign booking. By late submission of advertising content, moving of the campaign start may be required. At the same time, a fee will be charged according to the following guidelines:

- Between 1-2 business days before campaign start - fee DKK 3,500
- Later delivery - fee DKK 7,500

Please upload material to WeTransfer or a similar service, send the link to support@airmagine.dk and be sure to include any relevant information like broadcast date if available.

Filename must contain an easily recognizable identification of customer and campaign.

**General demands for content**

Files must be delivered without inrun/countdown/slate/ident etc. We only want the content itself.

**Content delivery**

VIDEO	Recommended	Minimum
Codec	ProRes 422 Normal or similar	H264 40 mbit bitrate
Resolution	UHD 3840x2160 and UHD 2160x3840	HD 1920x1080 and HD 1080x1920
Framerate	30FPS (progressive) or 25 FPS (progressive)	25 FPS
Aspect ratio	(progressive) 16:9 and 9:16	16:9 and 9:16
Audio	None	None

STILL IMAGE	Recommended	Minimum
Format	TIFF or PNG	JPEG (100% quality)
Resolution Aspect ratio	UHD 3840x2160 and UHD 2160x3840 1080x1920 16:9 and 9:16	HD 1920x1080 and HD 16:9 and 9:16

We recommend that advertisers avoid placing text in the areas covered by bezels on multiscreen monitor walls. By following the link below, you can find guidelines assisting you to avoid placing important text or messages in these areas. The link contains material that illustrates where bezels appear on the multiscreen walls. These can be superimposed in your editing software for preview.

<http://airmagine.dk/media/1762/airmagine-hidden-lines.zip>

### **Bezel compensation**

We recommend that advertisers avoid placing text in the areas covered by bezels on multiscreen monitor walls. By following the link below, you can find guidelines assisting you to avoid placing important text or messages in these areas. The link contains material that illustrates where bezels appear on the multiscreen walls. These can be superimposed in your editing software for preview.

<http://airmagine.dk/media/1161/airmagine-hidden-lines.zip>

## **APPENDIX 4 - OUTDOOR**

### **Medias**

Outdoor banners, Outdoor Mega Billboards, Outdoor Eurosizes

### **Content delivery**

Print ready file must reach us no later than 10 working days before the first display of the advertisement.

If this deadline is not met, Airmagine cannot guarantee contact delivery in accordance with campaign booking. By late submission of advertising content, moving of the campaign start may be required. At the same time, a fee will be charged according to the following guidelines:

- Between 1-2 business days before campaign start - fee DKK 3,500 + any costs related to postpone or cancelling third party handling (lift etc.)
- Later delivery - fee DKK 7,500 + any costs related to postpone or cancelling third party handling (lift etc.)

Specifications are provided upon booking.

Please upload material to WeTransfer or a similar service, send the link to [info@airmagine.com](mailto:info@airmagine.com) and be sure to include any relevant information like broadcast date if available.

### **Guidelines**

Below are a number of guidelines that Airmagine recommends when using new banners, Eurosize and mega billboard for outdoor use in CPH.

Since there is a lot of soot from CPH and cars in CPH, there are some colors that we do not recommend that are used

- Banners with light and white shades should not be used, as swans are quickly displayed on light banners.
- Avoid large areas with white or light colors as dirt is quickly seen.

Airmagine recommends that banners to be changed a few times a year so that the colors of the banner always look fresh and uniform. It is important to note that due to the banners sitting outside and being affected by the weather conditions and being exposed to sunlight, the colors of the banner will change and fade over time.

### **Conditions Outdoor Airmagine**

1. For long-term contracts, the banner must be changed as min. once every six months. This ensures that the banner is always beautiful and presentable. It is the customer who keeps the cost of replacing the banner.
2. Set-up and dismantling time are agreed separately for each display period. At a wind speed of over 10 m/sec. Airmagine reserves the right not to set up the advertisement. The advertisement will be set up as soon as it is safe again. Lost days / costs in this regard are incumbent upon the customer alone.
3. If the display period is shortened as a result of changes in the time of the advertising space's availability, the customer can choose either a proportional reduction of the rent - or if possible - a shift of the display period. Fixed costs associated with production, light, setup, dismantling, effects or the like will not be refunded.



4. If Airmagine is required to remove the advertisement in whole or in part as a result of regulatory requirements, force majeure, security measures and the like without the influence of Airmagine, the customer is not entitled to a reduction in the price or cancellation regardless of paragraph 3.
5. The Customer acknowledges that Airmagine is unaffected by advertising availability and that Airmagine cannot, therefore, be held liable for any loss incurred by the Customer as a result of such changes, including production costs, creative costs, lost earnings, goodwill and other related costs.
6. Should the advertisement fall down or be damaged in any other way for whatever reason, any costs associated with restoration or repair and re-installation will be incurred by the customer.
7. In the event of a storm warning (middle wind of +16 m/sec or direct wind force of +20 m/sec), Airmagine is entitled to roll up the advertisement for safety reasons and will roll it down again after the storm has ended. It cannot be expected that Airmagine can notify the customer before deciding on the roll-up of the banner. The expenses will be incurred by the customer.
8. The customer himself carries the risk of vandalism or other damage to the advertisement.
9. Airmagine reserves the right to change all terms of the agreement if changes occur in Airmagine's agreement with CPH, municipalities (Sund and Bælt), contractors, contracting parties etc.