

Manor Royal BID

Digital Signage

Manor Royal BID working in Partnership



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Located adjacent to London Gatwick Airport, Manor Royal Business District is one of South East England's premier employment hubs and the largest business district in the Gatwick Diamond. It covers an area of 540 acres and is home to over 600 businesses generating more than 30,000 jobs and attracting visitors from nearby and globally.

A much sought-after location, Manor Royal provides a wide range of commercial premises from high quality office headquarters and serviced offices to a variety of industrial, warehouse and workshop units.

As well as being home to many well-known and world leading companies, Manor Royal is also the location of choice for hundreds of dynamic and innovative smaller companies providing a broad range of products and services.

It's a very busy place. Each year there are over 24 million vehicle movements throughout the business district – 2 million per month. The digital signs are located at key locations to afford advertisers the best opportunity to promote themselves, their products and share their messages with businesses, employees and visitors either travelling through or to this key employment location.

Plus when you advertise with us not only does your message appear on the digital screens, you also have your advert printed in the Manor Royal News Magazine, on the Manor Royal website and in Manor Royal BID social media posts significantly increasing the value and exposure of your advert.

All in all a great place to locate your business and to advertise it.

Find out more about the Manor Royal Business District and the Manor Royal BID at www.manorroyal.org

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The digital screens are situated at prominent locations around the business district. Each day your advert will be displayed on both sides of a different screen and be rotated across all four screens throughout the duration of your chosen package to ensure your message gets maximum exposure to the various audiences that use and travel through Manor Royal.

Manor Royal Business Basic Rate Card

	Cost	Minimum daily slots per advertiser*	Daily slots in minutes	Total number of slots per package
Gold 12 Months	£3,000	823	137	276,480
Silver 6 Months	£1,750	823	137	138,240
Bronze 3 Months	£895	823	137	69,120
1 Month	£310	823	137	23,040

Non-Manor Royal Business Basic Rate Card

	Cost	Minimum daily slots per advertiser*	Daily slots in minutes	Total number of slots per package
Gold 12 Months	£6,000	823	137	276,480
Silver 6 Months	£3,500	823	137	138,240
Bronze 3 Months	£1,850	823	137	69,120
1 Month	£625	823	137	23,040

*This is the minimum number of daily slots per advertiser based on a maximum of seven advertisers per screen. If there are fewer advertisers the slot frequency will be more.

1 slot = 10 second advert, operational hours 0600 - 2200
7 days a week, 365 days a year, all prices plus VAT

For more information and to book:
digitalsignage@avensys.co.uk or call 01293 529319
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Artwork Specification

Keep font sizes large and keep it short. Follow the 3x5 rule - three lines of text, each with 5 words or less, or 5 lines of text with 3 words or less.

Make your message clear, short and as concise as possible.

Powerful images are important for your design. Don't use complicated or unrelated images. Avoid clutter.

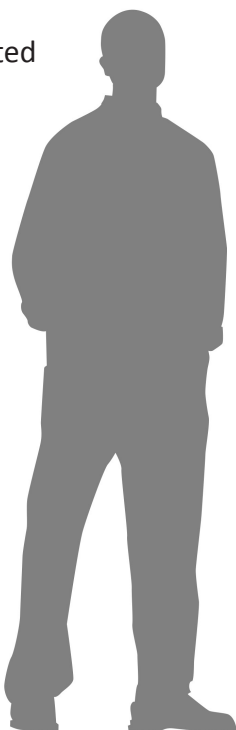
Include a phone number (if relevant).

Web address.

Use your company logo.

Use colour but keep text dark (or light).

For more tips about making the most of your advert see **Hints and Tips**.



Artwork Specifications

Final artwork size 1080px by 1920px Portrait
Any Images used should be minimum: 150dpi
File format: JPG

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Keep it simple!

People need to see it from a distance and they need to get the message quickly. Nothing too complex and not too many images – it's definitely a case of less is more.

Use large text

Simple, clear and easy to read. Use few words and make them BIG

Space them out

Make sure your letters are properly spaced. Too close together and letters might blend into one another making them tricky to read.

Multiple lines of text

Try and avoid it if you can, but if you must have more than one line take care the words don't crowd each other out or become difficult to read at a distance.

Keep it on the level

It's up to you but a few simple words displayed horizontally makes for a rapid read. The more words, the more lines or putting the words vertically makes it more difficult for the reader.

Tell them who you are

It's a must. Make sure your business name is easy to read.

Bold and simple fonts work well

At distance thin lines can appear to fade. Generally sans serif fonts are good to use.

Think about your image

Use a strong image on a simple background to achieve high impact. Nothing complex. Remember, simple is best.

Be bright, be bold

When advertising on digital screens there's no point going for pastel shades and subtlety. Use RGB colour files, avoid white backgrounds and use contrasting colours.

Test it

Before you submit your advert test it on a few people first. Get someone to look at it from a distance for a short time (about 5 seconds) and see if they get it. If they do, you're probably on the right lines.

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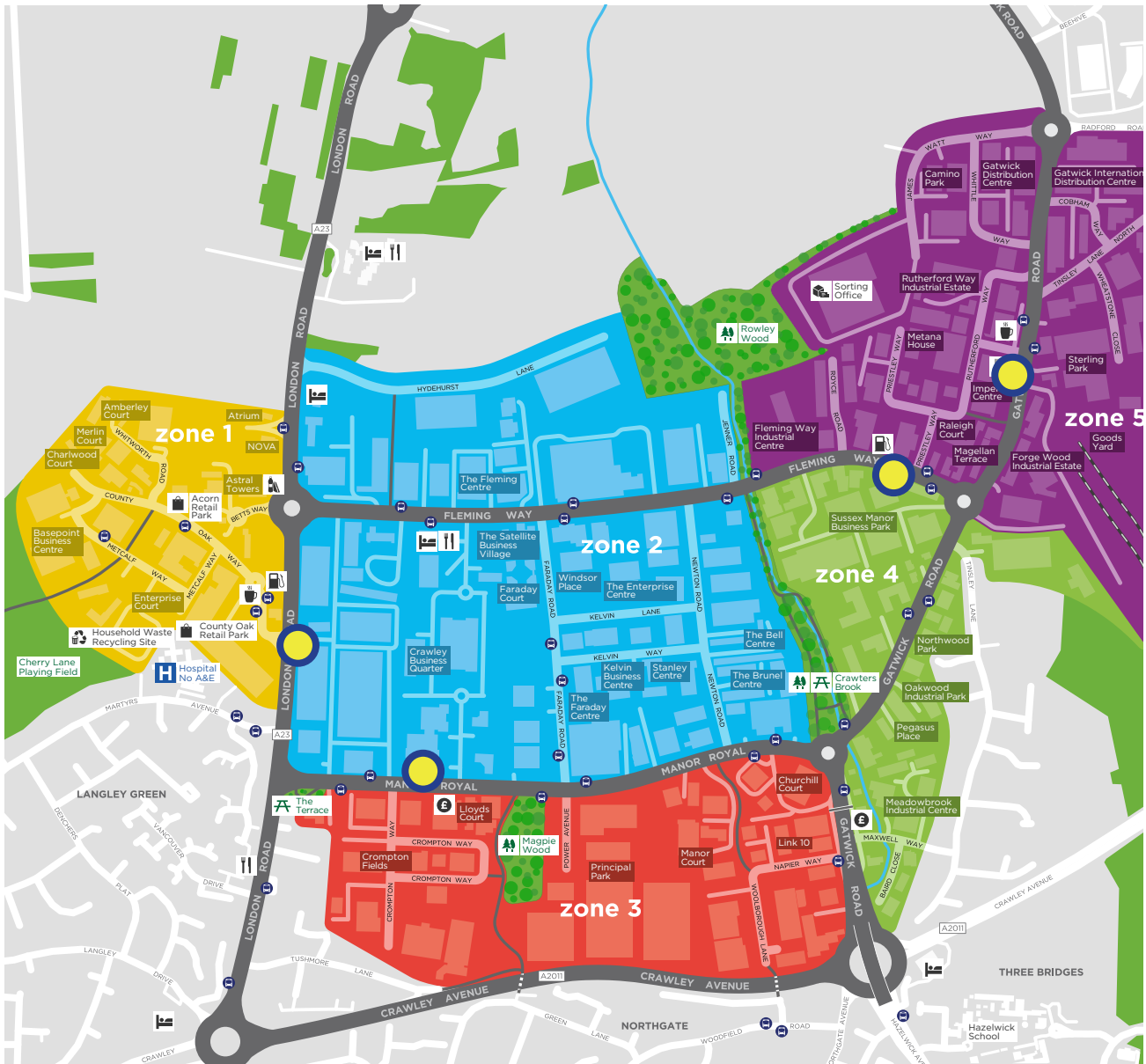
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Digital screen locations



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MANOR ROYAL
BUSINESS DISTRICT
CRAWLEY & GATWICK

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What is Digital Signage?

The Manor Royal BID has installed four digital advertising screens at key locations around the Manor Royal Business District. The screens are doubled-sided and 1.65 metres high and 0.93 metres wide. The full height of the unit is 2.5m metres and 1.3m wide.

Preference and the best rates will be given to Manor Royal based businesses. Anyone wishing to advertise from outside the area will still receive a competitive price but one much closer to market rates.

Any surplus generated from advertising and returned to the Manor Royal BID will be reinvested to improve the area.

Where are the digital screens?

The screens are positioned at prominent locations at:

- County Oak (at the junction with London Road)
- Manor Royal (eastbound, near to Crawley Business Quarter)
- Fleming Way (westbound, opposite the Vauxhall garage)
- Gatwick Road (at the parade near Charlie's Deli)

How busy are these locations?

Manor Royal is a very busy place and the signs are positioned in key locations. In addition to the high levels of pedestrian footfall and people travelling by bike, each sign location is passed by thousands of vehicles each day. For example:

- County Oak, between 130,000 and 170,000 vehicles each month plus another 600,000 on the London Road (A23)
- Manor Royal, over 250,000 vehicles each month
- Fleming Way, over 60,000 vehicles each month
- Gatwick Road, over 1 million vehicles every month

In total approximately 2 million vehicles pass these signs each month. .

*Figures based on official ANPR camera reads

How much does it cost to advertise?

See the rate card for prices.

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How many times will my advert be shown?

You can sign up to one of these packages

- Gold – 12 months of screentime
- Silver – 6 months of screentime
- Bronze – 3 months of screentime
- Month – 1 months of screentime

The screens will be operational at least from 6am to 10pm when Manor Royal is busiest. Your advert will be shown 823 times per day. Each month your advert will be shown in Manor Royal a minimum of 23,040 times, sometimes more if there are fewer advertisers. The screens are also double-sided and your advert will be displayed on both sides doubling the impact of each screening.

Do I have to choose which screen I want?

No. When you choose to advertise on these screens you get the benefit of your advert being rotated across all four digital screens so that in the course of each week your advert will be displayed in each different area of the business district where there is a screen helping to get your message in front of the different audiences that use and pass through Manor Royal.

Can I advertise on more than one screen at the same time?

Yes. If you want to you can organise for your message to be displayed simultaneously on different screens. You can even have your advert displayed simultaneously on all four screens. Please see our "Plus Package" for details.

How do I supply my own advert?

Please send the finished artwork in the correct format as per specifications. Finished adverts should be emailed to digitalsignage@avensys.co.uk, please use WeTransfer if the file size exceeds the maximum your email allows.

What are the advert specifications?

Size: 1080px x 1920px

Resolution: 150 dpi

File format: JPG

The images must be static. No moving images or movie files are allowed. Please see the "Manor Royal Digital Signs Advertiser Checklist" for further information.

What if I need help with my advert?

If you need help designing your advert there are a number of creative agencies on Manor Royal who can help. Get in touch with the Manor Royal BID Office or see the Manor Royal Business Directory available via www.manorroyal.org

Alternatively, you can contact Avensys who are managing the Digital Signage and can help with your advert.

Please note: Avensys will charge for this service and is not included in the cost of the advertising.

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Are there any restrictions?

- Creative must not resemble any traffic sign/signal
- Adverts must conform to the Advertising Standards Authority Code, which can be found on the ASA website <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>
- It is the Advertiser's responsibility to ensure the advert complies with these standards
- No alcohol, e-cigarettes, fast food, sweets and toys within 200 metres of schools
- No political advertising
- Only static adverts are allowed. No moving images or movie files
- All content must comply with our terms and conditions
- Manor Royal BID reserves the right to reject adverts that do not comply with these requirements or contain ambiguous wording. In this instance the decision of the Manor Royal BID is final for which no liability is accepted

When do you need my advert?

Your final artwork must be submitted 10 working days before your campaign starts. You will need to make payment or agree the payment plan (depending on your package) before the start of your campaign to avoid disruption to your advertising.

What payment methods do you accept?

We accept Debit card, Credit card or bank transfer. On placing an order we will send you an invoice and it is important your payment, along with your advert, is received at least 10 days before your campaign is due to begin.

Are there special charity rates?

No but if you are a registered charity you might be entitled to VAT relief. If you can provide evidence that you are a registered charity along with a written eligibility declaration or certificate confirming the conditions for relief are met we can issue an invoice without VAT. Read more here: <https://www.gov.uk/vat-charities>

Do I get anything else? Yes. When you advertise with us not only does your message appear on the digital screens, you also have your advert printed in the Manor Royal News Magazine, on the Manor Royal website and in Manor Royal BID social media posts significantly increasing the value and exposure of your advert.

What if I still have some questions?

For any technical questions related to advertising please contact the team at Avensys who will be glad to help. For anything else about this project, the Manor Royal BID or anything else Manor Royal related, please contact the Manor Royal BID office.

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Booking Form

Name		Email	
Phone number		Company/Agency Name	
Address			

Is your company or the company you represent based in Manor Royal: Yes / No

			Plus Packages		
			1	2	3
Which advertising package are you interested in:	Gold - 12 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Silver - 6 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Bronze - 3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1 Month Only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Plus Packages: only tick these boxes if you want to advertise simultaneously multiple screens. Please see the separate "Plus Package" Rate Card if you want to do this.

Start date of campaign:

The start day should be a Monday and the last day of your campaign will be the last Sunday of the booking period.

Do you need help with artwork?

Your artwork will need to be "screen ready" at least 10 days before the start of your campaign. It is advisable that an initial draft is made available four weeks before the start of your campaign to allow for any amends.

How do you intend to pay:

Debit card

Credit card

Bank transfer

Bank Transfer Details

Account Name: Avenys Ltd MRBD
 Sort Code: 30-92-38
 Account Number: 59129768
 Ref: your business name or P.O. number

An invoice will be raised outlining the payment terms relevant to your package.

All packages are vatable at the current rate.

Usually the Bronze package should be paid in full before the start of your campaign.

Silver packages can be paid in two equal instalments. Each instalment should be paid at least 10 days in advance of the campaign period e.g. payment is expected 10 days before the first three month block and the next payment 10 days before the next three month campaign block begins. Gold packages can be paid in four equal instalments. As per the Silver package, each instalment should be paid 10 days in advance of the three month campaign block begins.

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Checklist - please submit this with your booking form.

	Action	Tick
1	Decide what package you want. Gold, Silver or Bronze?	
2	Decide when you want your campaign to start	
3	Decide who is going to create your artwork	
4	Read the tips and hints	
5	Make sure your advert complies with the required standards and restrictions	
6	Read the term and conditions and confirm you understand	
7	Decide how you are going to pay	
8	Complete the booking form	
9	Please confirm on the booking form if you are based on Manor Royal	
10	Create your artwork	
11	Send your artwork (final artwork at least 10 days before campaign start, initial artwork 4 weeks before)	
12	Complete payment at least 10 days before the start of the campaign	

And that's it!

Once you have done all this your advert will be programmed for display

Remember, if you have any questions please contact the Avensys team.

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The basic Manor Royal digital screen advertising package represents excellent value and, thanks to the Manor Royal BID, is offered at highly competitive and unbeatable rates in support of local businesses.

By signing up to the basic package your advert rotates across all four screens, appearing on both sides of a different screen each day to hit as many different people and audiences as possible displaying your message a minimum of 823 times each day.

However, if you wanted to increase the exposure of your message the Plus Package allows you to display your advert simultaneously on both sides of multiple screens. If you opted for the Plus 3 Package that means your message will be displayed on every side or every screen every day for the duration of your chosen package.

If you want you could even choose to have different message on each screen and have them rotate daily, provided the advert is advertising the same business.

Manor Royal Business Plus Rate Card

	MR Rate	Plus 1 Cost	Plus 2 Cost	Plus 3 Cost
Gold 12 Months	£3,000	£5,000	£7,000	£9,000
Silver 6 Months	£1,750	£3,000	£4,000	£5,000
Bronze 3 Months	£895	£1,600	£2,300	£3,000
1 Month	£310	£575	£800	£1,025

Non-Manor Royal Business Plus Rate Card

	Cost	Plus 1 Cost	Plus 2 Cost	Plus 3 Cost
Gold 12 Months	£6,000	£8,000	£10,000	£12,000
Silver 6 Months	£3,500	£4,800	£5,800	£6,800
Bronze 3 Months	£1,850	£2,454	£3,335	£4,080
1 Month	£625	£915	£1,170	£1,430

How it works

To achieve multiple simultaneous screen displays choose the "Plus Package" for example:

Plus 1, for the additional sum your advert will be displayed on two screens simultaneously and be rotated between all four screens. This means your message will be displayed a minimum of 1,646 times per day or 6,584 times per month.

Plus 2, for the additional sum your advert will be displayed on three screens simultaneously and be rotated between all four screens. This means your message will be displayed a minimum of 2,469 times per day or 9,876 times per month.

Plus 3, for the additional sum your advert will be displayed on all four screens simultaneously for the full duration of your contract. This means your message will be displayed a minimum of 3,292 times per day or 13,168 times per month.

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1. Definitions

- a) 'Advertiser' means any person or company who enters into an Order to display an Advert and any successor.
- b) 'Advert' means advertising material intended for display by the Contractor.
- c) 'Charges' means those charges set out on the Order Confirmation.
- d) 'Contractor' means Avensys Ltd. who act on behalf of the Manor Royal BID (MRBD Limited) and accepts an Order to advertise and any successor.
- e) 'In Charge Date' means the date specified on the confirmation email.
- f) 'Month' means 28 days.
- g) 'Order' means an order which incorporates these Terms and Conditions and the Order Confirmation given by an Advertiser to and accepted by the Contractor for the display of an Advert.
- h) 'Order Confirmation' means a document sent to the Advertiser setting out the key terms agreed between the parties including without limitation the space booked and the fees applicable.
- i) 'Terms and Conditions' means these terms and conditions set out herein.
- j) 'Working Day' means from Monday to Friday inclusive except any Bank or Public Holiday.

2. Acceptance of Terms and Conditions

- a) These Terms and Conditions shall be deemed to be incorporated in contracts arising from Orders for the display of an Advert offered by the Advertiser and accepted by the Contractor.
- b) The Advertiser shall be ultimately responsible for the payment of accounts of the Contractor and shall be deemed to have full authority in all matters connected with the placing of Orders and the approval or amendment of the Advert.
- c) No Terms and Conditions other than these Terms and Conditions or any variation thereof under clause 10 shall be binding on the Contractor unless in writing but nothing in these Terms and Conditions shall preclude the Contractor or Advertiser from varying any of such Terms and Conditions in writing if they mutually agree to do so in writing. In the event of any conflict, these Terms and Conditions shall prevail.
- d) All Orders shall specify the full name of the Advertiser otherwise the Order shall be deemed to have been rejected by the Contractor and this rejection confirmed to the buyer. An Order will be confirmed by the Contractor in writing following receipt of the Advertiser's Order Confirmation. Unless the Contractor receives written notification from the Advertiser of any amendments within 10 Working Days of the Order Confirmation or by no later than 5 days prior to the In Charge Date (whichever is earlier) then the Order will be deemed binding on the Advertiser in any event.
- e) Delivery of the Advert shall not be deemed to have been made until the delivery requirements specified in Clause 3 below have been met and the relevant posting instructions have been given to and received by the Contractor.
- f) Orders will be for the period specified on the Order Confirmation.

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3. Production of the Advert

a) Where the Advertiser is to produce the Artwork, the Advertiser shall submit such Final Artwork to the Contractor by no later than 10 days prior to the campaign is due to begin in the required format.

b) Where the Contractor has agreed to produce the Artwork, the Contractor shall by no later than 30 days prior to the start of the campaign provide to the Advertiser the Initial Copy for the Advertiser's approval. If the Contractor does not receive the Advertiser's approval at least 10 Working Days prior to the start of the campaign, the Advertiser shall be liable to pay in full for the Artwork services. Delay in approving artwork in time can result in a delay to the start of the campaign.

c) The Advertiser acknowledges and accepts that in the event that the Advertiser fails to provide Initial Artwork in such time specified in (b) the Advertiser shall be charged for and agrees to pay for the advertising time booked on the Order Confirmation i.e. the agreed date for the start of the campaign.

4. Acceptance and Display of Advertisements

a) The Contractor shall supply the Advertiser with the actual date and time of posting. This will include a report of when the advert was shown from the start of the campaign date.

b) All rates include the maintenance of the display in good condition.

5. Cancellation

a) If the Advertiser cancels an Order, the Advertiser is only charged for producing the Artwork if this process has already been started by Contractor.

b) The following terms will apply if the Advertiser terminates an Order

1) if the Campaign start date is more than 90 days away from the agreed start of the campaign, the Advertiser is charged 15% of the Charges, excluding any charges for producing the Artwork. If the Campaign start date is 90 days or less but more than 75 days away from the agreed start of the campaign, the Advertiser is charged 30% of the Charges, excluding charges for producing the Artwork. If the Campaign start date is 75 days or less but more than 60 days away from the agreed start of the campaign, the Advertiser is charged 40% of the Charges, excluding charges for producing the Artwork. If the Campaign start date is 60 days or less but more than 45 days away from the agreed start of the campaign, the Advertiser is charged 60% of the Charges, excluding charges for producing the Artwork. If the Campaign start date is 45 days or less but more than 30 days away from the agreed start of the campaign, the Advertiser is charged 80% of the Charges, excluding charges for producing the Artwork. If the Campaign start date is 30 days or less away from the agreed start of the campaign, Advertiser is charged 100% of the Charges, excluding charges for producing the Artwork

2) Cancellation after a campaign has started:

a) After a campaign has started a minimum of 90 days notice is required to cancel a contract for which the advertiser will be liable for the applicable charges. 90 day chargeable notice period on "Gold" (12 month) packages, 60 day chargeable notice period on "Silver" (6 month) packages and 30 day chargeable notice period on "Bronze" (3 month) packages.

b) Any balance on the account will be refunded to the advertiser taking account of the chargeable 90 day notice period.

c) Any charges applicable for the production of artwork by the contractor are non-refundable.

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6. Accounts

- a) Invoices shall be sent to the Advertiser at the address given on the Order Confirmation unless the Parties agree otherwise.
- b) Settlements for invoices rendered are 14 days from the date of the invoice except where otherwise agreed in writing between the Contractor and the Advertiser. In respect of any amount not received by the Contractor by the due date, the Contractor shall inform the Advertiser that the Contractor has the right to levy a surcharge on the outstanding amount, such surcharges being levied monthly until the outstanding amount is paid with the Advertiser ultimately liable for payment.
- c) The Contractor shall have the right to cancel any Order in which payment is overdue.
- d) In the event of failure to comply with any of the provisions of this Clause the Contractor reserves the right by notice in writing to require any future accounts to be dealt with in accordance with Clause 6 f) below.
- e) Where so stipulated by the Contractor at the time of accepting an Order accounts shall be paid not later than 10 Working Days before the agreed start of the campaign. In default of payment the Contractor shall be entitled without prejudice to its other remedies for breach of contract to refuse to display the Advert with due notice given to the Advertiser.
- f) In the event of any part of an account rendered by the Contractor being disputed by the Advertiser payment in respect of that part only may be withheld pending settlement of the dispute. The remainder of the account shall be paid in accordance with Clause 6 b) to d) inclusive above. Failure to make part payment in such cases will at the Contractor's discretion invoke clause 6 b) and/or c).

7. Warranties, Liability and Indemnity

- a) The Contractor accepts full responsibility for compliance with statutory and other legal requirements so far as concerns the use and maintenance of any site for the display of the Advert to which a contract relates assuming that the Advertiser has complied fully with the warranties and undertakings listed in clause 7 (b).
- b) The Advertiser warrants and undertakes that:
 1. its Advert will comply with all statutory and other legal requirements and provisions of the British Code of Advertising Practice and the requirements of the Advertising Standards Authority;
 2. it will be responsible for obtaining and paying for all necessary licences and consents for the posting of any advertising or copyright material contained in its Advert or the appearance of any person in its Advert;
 3. no Advert will breach the copyright or other rights or be defamatory of any third party and the Advertiser shall obtain from the parties referred to in the Advertising Copy any necessary consents; and
 4. it will keep the Contractor indemnified against all actions, proceedings, costs, damages, expenses, penalties, claims, demands and liabilities arising from any breach of the above warranties or in any manner whatsoever in consequence of the use of any Advert or matter supplied by or displayed for the Advertiser.
- c) The Contractor, whose decision shall be final, shall have the right to see details of advert prior to commitment of display and of refusing to display or continuing to display any advert for any reason including Advert:
 1. which does not comply in all respects with the Advertiser's warranties and undertakings detailed above;
 2. which the Contractor is required to remove from any of its advertising sites upon the direction or request of any relevant authority; or

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3) subject to clause 7 (g), in respect of non-illumination of the display if the defect is remedied within 5 Working Days of notification.

b) All claims for credit shall be submitted to the Contractor's Accounts department in writing within 30 days of the date of the invoice with sufficient information to enable the Contractor's Accounts department to consider the claim. The Contractor shall not be required to consider any claim submitted after the due date.

c) If applicable, credits will be agreed on a one for one basis for each full day's loss of display and will be reimbursed by the Contractor to the Advertiser within one Month of agreement.

9. Bankruptcy etc

If the Advertiser shall become bankrupt or commit an act of bankruptcy or make any assignment for the benefit of his creditors or being a company shall become insolvent or commit any act of insolvency or if any Petition for the winding up or administration of the company is presented or if any other step is taken for the purposes of the appointment of an administrator or an administrative receiver of the company or if any steps are taken or negotiations commenced by the company or by any of its creditors with a view to proposing any kind of composition, compromise or arrangement involving the company and its creditors or if there shall be any breach by the Advertiser of any other term or condition of this contract then it shall be lawful for the Contractor by notice in writing to the Advertiser to terminate the contract and/or Order forthwith without prejudice to any right of action or remedy of the Contractor then subsisting.

10. Changes of rates and conditions

a) The Contractor reserves the right to change its advertising rates or any material change in any of these Terms and Conditions at 3 months' notice. The Advertiser shall, by serving written notice on the Contractor within one Month of the date of the Contractor's notice of such change be entitled to cancel any Order to which the changed rates or terms and conditions would otherwise apply. The notice of a change in rate, so far as it concerns an Order covering a number of individually rated sites, shall contain details of the change in respect of each and every site covered by the Order.

b) the Contractor's representative dealing with an Advertiser's order shall have no authority to alter any of these Terms and Conditions.

11. Notices

Any notice to be given under these Terms and Conditions shall be in writing unless the parties mutually agree otherwise and shall be deemed to be effectively served if sent by first class registered post to the Advertiser and to the Contractor at the address stated on the Order Confirmation.

12. Anti-Corruption

The Advertiser shall comply with all applicable laws, statutes, regulations and codes relating to anti-bribery and anti-corruption. At any time when requested by the Contractor, a director of the Advertiser (or the Advertiser if the Advertiser is not a company) shall certify in writing that the Advertiser is and has at all times been in compliance with all Relevant Requirements. The Contractor may cancel an Order or terminate an agreement with the Advertiser immediately by giving written notice to the Advertiser if the Advertiser is, or the Contractor reasonably suspects that the Advertiser is, in breach of this clause.

13. Jurisdiction

These Terms and Conditions shall be governed by English Law and the parties submit to the exclusive jurisdiction of the Courts of England.

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