

Advertising Terms & Conditions

1. Acceptance of Booking

All advertising bookings are subject to acceptance by the Network Operator (Gateway Norfolk). Submission of artwork does not guarantee publication.

2. Advertisement Content

The Advertiser warrants that all advertising:

- complies with all applicable UK legislation, the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), and any other applicable advertising standards;
- is accurate, legal, decent, honest, and truthful;
- does not infringe the intellectual property or other rights of any third party;
- includes only images, photographs, graphics, logos, and other materials for which the Advertiser owns the copyright or has obtained all necessary licences and permissions.
- The Advertiser accepts full responsibility for all content supplied and shall indemnify Gateway Norfolk against any claim arising from the use of such materials. Gateway Norfolk accepts no liability for any copyright infringement or other intellectual property claims relating to content provided by the Advertiser.

3. Editorial Policy

The North Norfolk Digital Visitor Information Network exists primarily to provide visitor information, travel information, and public service messaging.

Commercial advertising forms part of the overall content offer but is subject to editorial oversight.

The Network Operator reserves the right to refuse, suspend or remove any advertisement which, in its reasonable opinion:

- conflicts with the purpose or reputation of the Network;
- may bring North Norfolk District Council, Greater Anglia, the Bittern Line Community Rail Partnership, Broads Authority, participating partners, or the Network Operator into disrepute;
- contains offensive, discriminatory, political, religious, extremist, or inappropriate content;
- promotes illegal activity or products or services that are unlawful;
- is misleading, inaccurate, or likely to cause public concern;
- is inconsistent with the values of a publicly accessible visitor information network.

Acceptance of advertising does not constitute endorsement by the Network Operator or any project partner.

4. Content Management

Public information, emergency messaging, transport information, and other priority announcements shall take precedence over commercial advertising.

The Network Operator may amend the content schedule, display order or airtime allocation where reasonably required to:

- accommodate public information;
- display emergency or safety messages;
- undertake maintenance;
- improve the operation of the Network.

Such changes shall not constitute a breach of contract.

5. Campaign Delivery

Advertising campaigns are available for agreed durations of 30 days or 120 days.

Advertisements will be displayed during the agreed campaign period within the published operating hours of the Network.

Subject to receipt of compliant artwork (or written approval of artwork produced under the advert production service), advertisements will normally go live within five (5) working days.

Display frequency is based upon the planned content loop and may vary according to:

- the volume of public information content;
- operational requirements;
- maintenance;
- technical issues.

Estimated display numbers are indicative only and are not guaranteed.

6. Artwork Requirements

Advertisements must be supplied in the specified format and by the agreed deadline.

The current specifications are:

Portrait Displays

- 1080px wide × 1760px high
- 4K UHD

Where an advertisement includes a QR code, the Advertiser should supply the QR code as part of the final artwork. This enables the Advertiser to retain ownership of the destination link and independently monitor campaign performance.

Late or non-compliant artwork may delay campaign commencement.

7. Production Services

Advert production services are provided by LocalIQ (Newsquest Media Group). Where an Advertiser chooses to use these services, Gateway Norfolk will manage the production process on the Advertiser's behalf under a separate service agreement.

Additional charges will apply for advert production services and will be advised prior to commencement of any design work.

Where requested, Gateway Norfolk may be able to provide QR code creation and management as an additional service, subject to an agreed additional charge.

Gateway Norfolk will invoice the Advertiser for all agreed advert production services in accordance with the applicable quotation.

8. Campaign Amendments

Following campaign confirmation, requested changes may incur additional charges and cannot be guaranteed.

9. Payment

Unless otherwise agreed in writing, invoices are payable within 30 days.

The Network Operator reserves the right to withhold publication until payment has been received.

10. Cancellation

Bookings cancelled before artwork production or scheduling may be eligible for a refund at the Network Operator's discretion.

Once artwork has been approved or a campaign has commenced, advertising fees are non-refundable.

11. Service Availability

Whilst every effort will be made to maintain uninterrupted operation, the Network Operator accepts no liability for temporary interruptions arising from:

- planned maintenance;
- technical failure;
- telecommunications issues;
- power outages;
- events beyond its reasonable control.

Where reasonably practicable, campaigns affected by significant outages may be extended.

12. Limitation of Liability

The Network Operator's total liability in respect of any advertising campaign shall not exceed the amount paid by the Advertiser for that campaign.

13. Intellectual Property

The Advertiser confirms it holds all necessary rights to the supplied material and grants the Network Operator a non-exclusive licence to display the advertisement for the duration of the campaign.

Unless otherwise agreed, the Network Operator may use screenshots or campaign imagery for promotional, marketing, or case study purposes.

14. Governing Law

These Terms and Conditions shall be governed by the laws of England and Wales.

Appendix A

Advertising will generally be accepted from:

- visitor attractions;
- accommodation providers;
- hospitality businesses;
- retailers;
- cultural organisations;
- events;
- transport providers;
- leisure businesses;

- public sector organisations;
- charities and community organisations.

Advertising will not normally be accepted for:

- gambling;
- vaping or tobacco products;
- alcohol promotions aimed at excessive consumption;
- adult entertainment;
- weapons;
- political parties or political campaigning;
- religious campaigning or proselytising;
- discriminatory or offensive material;
- unsafe or illegal products;
- misleading environmental or health claims;
- content likely to cause alarm or distress.

The Network Operator reserves the right to determine the suitability of all advertising.