



Tamar Bridge and Torpoint Ferry Joint Committee

Advertising Facilities Rates and Conditions for Ferry Advertising Boards

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

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

The Undertaking is thus able to offer unique facilities to advertisers in that advertisements can be targeted specifically at a population which is car-owning, living and working locally and which may therefore be assumed to have income to spend in the local area.



Advertising hoardings are located on the upper deck rails of each ferry. These hoardings offer businesses the opportunity to target both the regular users of the facilities, who are almost exclusively based in the Rame Peninsula and those visiting the Peninsula for leisure and employment.

Rates

1m x 1m Board = £175 per board per annum

Due to the very high demand for space aboard the ferries, each advertiser is limited to a maximum of two 1m² boards only. 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.



It is for the advertiser to provide boards of a suitably professional finish which are capable of withstanding the variable weather conditions on the Tamar but, at minimum, the boards must be constructed of 10mm uPVC or similar grade plastic.

Conditions of Advertising

Advertising materials and artwork must conform to standards regarded as suitable for display in public places. Management reserves the right to display material which it feels does not conform to these standards and to remove from display materials, which, in their judgement, have become shabby or unsafe. If in any doubt advertisers should seek agreement prior to committing to production costs.

Advertisers are to produce their own displays and artwork at their own expense, ensuring that they are suitable for the medium and environment for which they are intended. The Undertaking will arrange erection of boards intended for exterior display.

The Joint Committee reserves the right to refuse boards on the grounds of decency, political statements or if it believes that the prospective advertisement is against the general public interest.

The advertising period for advertising boards at Torpoint starts from the date of erection onboard the ferry and the anniversary date thereafter.

Boards removed from display because of the end of the period of rental, failure to meet payment terms (see below) or will be disposed of at the advertiser's request or if not collected within one calendar month. The Joint Committee 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.

The date shown on this notice will be the date from which the one month notice for collection is given.

Payment

Payment must be received in advance of printing or erection of display board.

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.