



AUCTION CONDITIONS

1. The reserve for each Auction Item is the Production Fee of the Billboard Site and includes GST.
2. Auction is live for 4 weeks from 10 November 2020;
3. Subject to clause 4, the highest bidder above the reserve will be the Purchaser of the Auction Item.
4. A Purchaser cannot purchase more than five (5) Billboard Sites. Any bid that is won above and beyond the approved 5 will be passed in to the second placed bidder.
5. The Billboard Site will be made available by OM to the Purchaser subject to the Purchaser entering into the Media Contract with OM and subject to the terms set out in the Media Contract. All bidders acknowledge and agree that the Media Contract entitles OM to determine the date on which the Purchaser's 4 week advertising period will commence.
6. The terms of the Media Contract are not negotiable. It is the responsibility of bidders to review the Media Contract prior to bidding.
7. The Market value of each Auction Item is based on the market rate (including production & installation fees) for a 4 week advertising period from Jan 1st 2021 to Dec 31st 2021.
8. The winning bidder will receive advertising on the billboard site for a period of four (4) weeks from 1 January 2021 to 31 December 2021. The date on which the advertising period commences is subject to availability and at OM's discretion.
9. All artwork is subject to final approval by OM and must comply with the Media Contract Terms and Conditions and the Advertising Content Policy
10. Utilisation of oOh! creative services (artwork) at the expense of the advertiser (rates may vary depending upon the artwork requirements)
11. Artwork is due in line with normal oOh!media artwork deadlines and is to be presented to oOh! media in time for printing.
12. The Service will advise oOh!media of the successful purchases no later than 14 days after the Auction concludes.
13. The site can only be used by one advertiser and for one single posting period.
14. Within 28 days after the conclusion of the Auction, OM will contact Purchasers in relation to entering into the Media Contract.
15. All bidders acknowledge and agree that the Purchaser will enter into the Media Contract with OM and that the Service will not:
 - 15.1 be a party to or have any obligations under the Media Contract, or
 - 15.2 be liable for any breach of the Media Contract.
16. Auction Items cannot be sold, transferred or redeemed for cash.