

# Cowfish Limited Moving Ads Advertising Terms & Conditions

Bus and Minibus Advertising



Welcome! These terms make digital advertising with us straightforward and transparent. Whether you're advertising on roadside digital billboards, TV screens, or digital displays in high-traffic locations, we've kept things clear and simple so you know exactly what to expect.

**Email:** [info@cowfish.com.mt](mailto:info@cowfish.com.mt) | **Phone:** +356 7977 0000

# Getting Started

## About Moving Ads

Moving Ads is a Cowfish Limited sub-brand exclusively authorized to sell advertising space on Malta Public Transport's bus fleet and COOP Services Limited's minibus fleet. Your brand will travel thousands of kilometres daily, creating maximum exposure across Malta and Gozo.

## How to Book

All bookings are made through a Cowfish Order Form which you'll be asked to sign and return back to us.

## Reserving Your Space

Once you sign the Order Form, we'll hold your advertising space for **2 working days**. Your booking becomes confirmed once we receive a **25% deposit** based on the invoice we send you.

# Your Artwork & Production

## Artwork Requirements

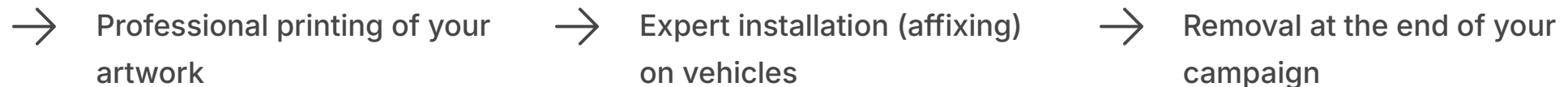
Your artwork must meet our specifications for size, resolution, and format. We'll provide detailed requirements based on the advertising space you book (full wrap, super sides, tail, etc.). High-quality artwork ensures your brand looks professional on the road.


## Approval Process

Please share your advertising concept and design with us for approval before production. We have final approval on all vehicle advertising and must ensure it meets professional standards and regulatory requirements.

# What's Included in Your Package

Your advertising package includes everything needed to get your brand on the road:



 **Note:** Printing, affixing, and removal (PAR) costs are quoted separately and added to your advertising space costs. Graphic design services are not included but can be arranged separately.

# Installation Timeline

We'll work to install your advertising according to these timelines, calculated from when we receive your approved artwork:

Product	Installation Time
Full Bus Wrap	10 working days
Combo Wrap	10 working days
Super Sides	10 working days
Side Bar	5 working days
Full Tail	5 working days
Full Minibus Wrap	10 working days
Minibus Combo Wrap	10 working days
Minibus Rear	5 working days

Please note: Installation times are approximate and may vary depending on vehicle availability and scheduling.

# Payment & Cancellation

## Payment Terms

Payment terms are detailed in your Order Form. A **25% deposit** secures your booking, with the balance due according to the payment terms provided. Campaigns of **€500 or less** starting within the booked month must be paid in full in advance.

## Cancellation Policy



### Within 5 working days of signing:

You can cancel for a **full refund** (before printing begins).



### After 5 working days:

A **50% cancellation fee** applies.

## Stopping Your Campaign Early

If you wish to end your campaign before the agreed period, we can remove your advertising at the first available opportunity. However, no refund will be provided as production and installation costs have already been incurred. If we need to discontinue your advertising for any reason, we'll notify you and provide a pro-rata refund.

# Campaign Coverage & Maintenance

## When Vehicles Are Off the Road

If your advertising vehicle is off the road for servicing, we'll add the lost time to your campaign at **no extra cost**.

In special cases where extending isn't practical (like event-specific advertising), we'll provide a **pro-rata refund** instead.

## Damage Repairs

If your advertising gets damaged due to an accident, we'll repair it at **no cost to you**.

This commitment doesn't cover damage from force majeure events or normal wear and tear from daily use on the roads.

# Content Standards

## What We Can Display

We reserve the right to refuse any advertisement that is controversial, immoral, illicit, political in nature, or violates Maltese advertising regulations. Vehicle advertising represents our brand and our partners (Malta Public Transport and COOP Services), so we maintain high standards. and Transport Malta regulations (where applicable).

## Your Responsibilities

You're responsible for ensuring your advertisement doesn't infringe any copyrights, trademarks, or other legal requirements. You agree to protect Cowfish, Malta Public Transport, and COOP Services from any legal claims arising from your advertising.

# Important Notes

## Competing Advertisers

We can't refuse bookings from your competitors. Other businesses in your industry may advertise on the same platforms or locations during the same period.

## Service Interruptions

If we can't display your advertising due to events beyond our control (strikes, fires, floods, pandemics, technical failures, etc.), this won't be considered a breach of our agreement. If such an event lasts more than **30 days** and affects more than **20%** of your advertising period, you'll receive either an extension of your campaign or a pro-rata refund (your choice).

For digital billboards: If screens are switched off temporarily, we'll add the lost time to your booking or provide a pro-rata refund when extending isn't viable (this doesn't apply to force majeure events).



# Additional Terms

## Right to Remove Advertising

We can remove your advertising if you don't honour the payment terms or breach these conditions.

## Third-Party Payments

We're not responsible for payments you owe to design agencies or other third parties involved in creating your advertising materials.

# Questions?

## Get in Touch

Contact us at [info@cowfish.com.mt](mailto:info@cowfish.com.mt) or  
**+356 7977 0000**

**Terms effective:** 1st November, 2025

Your personal data is handled according to GDPR

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