


Cowfish Limited Digital Advertising Terms & Conditions

Digital Billboards, TV, Digital Screens & Digital Displays 

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 | **Phone:** +356 7977 0000

Getting Started

How to Book

Cowfish Limited is your exclusive partner for digital advertising across Malta and Gozo. We manage advertising space on digital billboards, TV platforms (TOKIS), and digital screens in prime locations including hotels, supermarkets, car parks, and other high-traffic venues. 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 Creative Materials

Artwork Requirements

Please provide your materials according to our specifications:

Digital Billboards:

Static artwork meeting Transport Malta Billboard and Advertisements Regulations (L.N. 103 of 2016) and our technical specifications.

TV & Digital Screens:

Audio-visual material (video) meeting Malta Broadcasting Authority regulations and our technical specifications.

Good quality materials help maintain professional advertising standards for everyone. If your material exceeds the booked duration or doesn't meet specifications, we'll send it back for editing or amend your order accordingly.

Approval Process

Please share your advertising concept and basic design with us for approval before final production. We have final approval on all materials and may decline content that doesn't meet our standards or regulations.

Upload Times & Scheduling

How Quickly We Go Live

We'll do our best to get your advertising live according to these timelines (calculated from when we receive your approved materials):

Digital Billboards

2 working days

Locations include: Xewkija (Gozo), Għargħur Tal-Balal, Attard Central Link, Attard Tal-Mirakli, ARMS Luqa, Msida Skate Park, Campus Hub, and other premium sites.

Digital Screens and Displays

2 working days

Locations include: Greens Supermarket Swieqi, Greens Supermarket Gozo, Verdi Marina, St. Julians Verdi Vivaldi, Paceville, St. Julians, Hilton Malta, St. Julians, Double Tree by Hilton, Qawra, B.Hotel, Paceville, St. Julians, The Waterfront Hotel, Gzira.

TV Advertising Timelines



Video-on-Demand (VoD)

5 working days



Pop-up Adverts

5 working days



Linear TV Adverts

10 working days



Please note: All display times are approximate and subject to technical availability.

Payment & Cancellation

Payment Terms

Payment terms are detailed in your Order Form. Typically, 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 your advertising goes live).



After 5 working days:

A **50% cancellation fee** applies.

Stopping Your Campaign Early

If you decide to discontinue your advertisement after it's already live, we'll remove it at the first available opportunity. However, no refund will be provided in this case. If we need to discontinue your advertising for any reason, we'll notify you and provide a pro-rata refund.

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. All content must comply with Malta Broadcasting Authority rules 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. Any fines from regulatory authorities related to your advertisement will be passed on to you. You agree to protect Cowfish and our partner asset owners from any legal claims arising from your advertisement.

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 or
+356 7977 0000

Terms effective: 1st November, 2025

Your personal data is handled according to GDPR

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