

# Cowfish Limited Static Billboards Terms & Conditions

Static Billboards Advertising



Welcome! These terms make static billboard advertising with us straightforward and transparent. We've kept things clear and simple so you know exactly what to expect when advertising on Malta's premium roadside locations.

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

# Getting Started

## How to Book

Cowfish Limited is your exclusive partner for static billboard advertising across Malta and Gozo. We manage premium roadside locations that deliver maximum visibility for your brand. All bookings are made through a Cowfish Order Form which you'll be asked to sign.

## Security Your Billboard

Once you sign the Order Form, we'll hold your advertising space for **2 working days**. Your booking becomes confirmed once we receive a **50% deposit** based on the invoice we send you. The remaining balance is due according to the payment schedule in your Order Form.

# Your Artwork & Production

## Artwork Requirements

Your artwork must meet our print specifications and comply with Transport Malta Billboard and Advertisements Regulations (L.N. 103 of 2016). We'll provide detailed specifications including size, resolution, color profile, and file format requirements when you book.

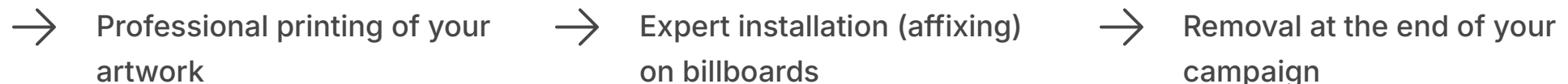
High-quality artwork ensures your billboard looks professional and makes the right impact. Our team is happy to review your designs before final printing to ensure optimal results.


## Approval Process

Please share your advertising concept and design with us for approval before proceeding to print. We have final approval on all billboard content and may decline materials that don't meet our standards or regulatory requirements.

# What's Included in Your Package

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



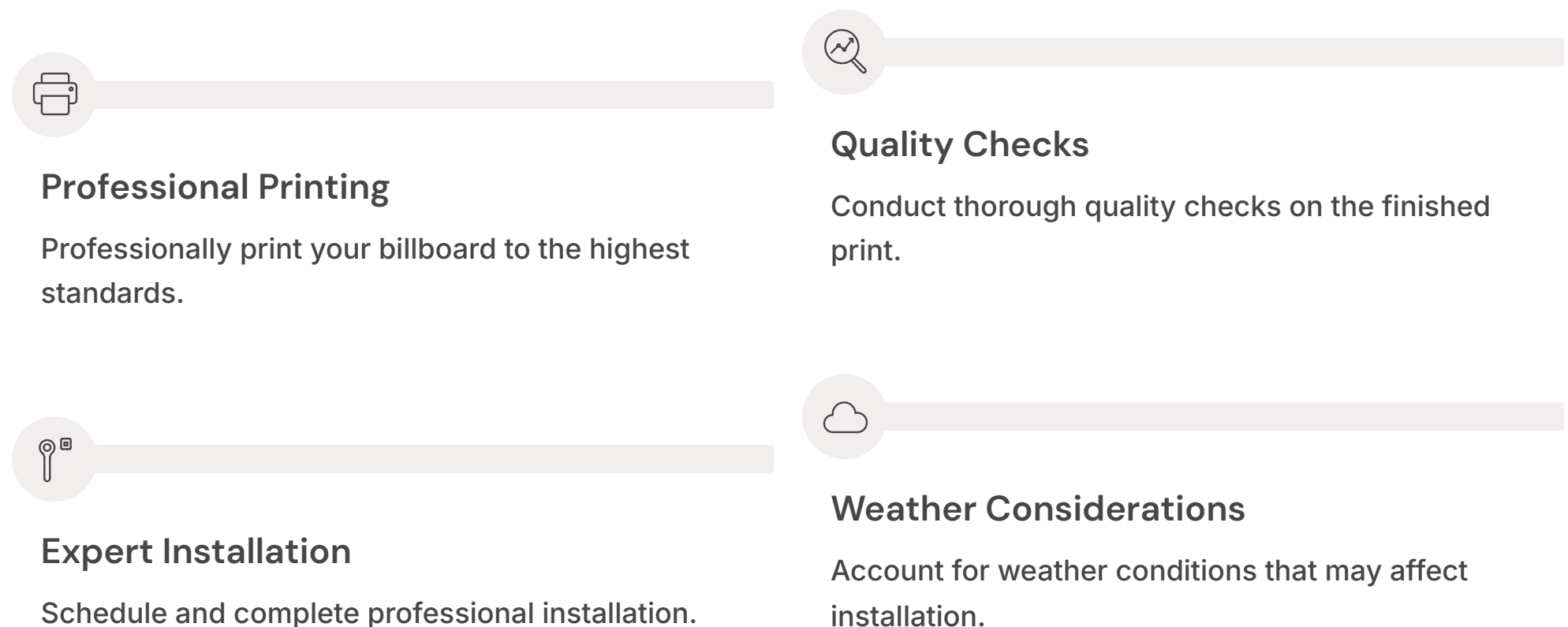
 Note: Printing, affixing, and removal (PAR) costs are quoted separately and added to your advertising space costs. Graphic design services are not included but can be arranged separately.

# Production & Installation Timeline

## Lead Time Required

- ❏ We require a lead time of **2 weeks (14 calendar days)** from receipt of your approved final artwork to print and install your billboard.

This timeline allows us to:



- ❏ Please note: Installation dates are approximate and may be affected by weather conditions or unforeseen circumstances. We'll keep you informed of any changes.

## Campaign Duration

Your billboard campaign runs for the period specified in your Order Form. At the end of your campaign, we'll remove your billboard and either install a new advertiser's content or leave the space blank until the next booking.

# Payment & Cancellation

## Payment Terms

Payment terms are detailed in your Order Form. A **50% deposit** secures your booking, with the balance due according to the payment terms provided.

## 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 billboard early. However, no refund will be provided as printing and installation costs have already been incurred. If we need to remove your billboard for any reason, we'll notify you and provide a pro-rata refund for the unused portion of your campaign.

# 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 Transport Malta Billboard and Advertisements Regulations and other applicable Maltese laws.

## 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 billboard will be passed on to you. You agree to protect Cowfish and our partner site owners from any legal claims arising from your billboard.

# Important Notes



## Billboard Maintenance

We maintain our billboards to professional standards. While some natural wear from weather is expected, we will promptly address any significant damage or deterioration.



## Competing Advertisers

We cannot refuse bookings from your competitors. Please be aware that other businesses in your industry may advertise on the same platforms or locations during your campaign.



## Service Interruptions

In cases of force majeure (e.g., strikes, floods, technical failures), inability to display your ad is not a breach of agreement.

- ❏ If such an event lasts more than 30 days and affects over 20% of your advertising period, you can choose a campaign extension or a pro-rata refund.

For digital billboards, temporary screen outages will result in added time or a pro-rata refund if extension isn't viable.



## Site Availability

Billboard locations are subject to availability. If a confirmed location becomes unavailable before installation due to site owner needs, government rules, or infrastructure changes, we will offer an alternative of similar quality or a full refund.

# 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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