

## Advertising on Digital Board

### Application Form

#### Applicant Details

Full Name:

ID Number / Registry Number

Address:

Email:

Contact Number

#### Time Slots

Please tick in the appropriate box

Slots

15 Seconds

30 Seconds

45 Seconds (15+30 seconds)

60 Seconds (30+30 seconds)

**Note: Each party can lease maximum of three (3) minutes as running time within the loop time of 20 minutes**

Duration

Months (NOTE: Minimum duration for lease is 01 (one) month and maximum 12 (twelve) months)

#### Checklist

ID card copy of signatories

Video

Company registration copy

Photo

**Note: the video should be as per the details given below**

\* Mp4 format (H265)

\* 1920 x 1080 pixel (max)

\* 1200 x 720 pixel (min)

\* 16:9 (aspect ratio)

**Note: the photo should be as per the details given below**

\* 72PPI (resolution)

\* 16:9 (aspect ratio)

## Declaration

This Declaration is made to Housing Development Corporation (HDC)

- I/We confirm that all information provided in this application is true and correct.
- I/We further understand that HDC reserves the right to reject the application.
- Advertisements will be displayed on the Digital Billboards upon internal evaluation and approval of advert content by HDC.
- HDC holds the right to reject any advert and/or associated content given the failure to comply with good advertising practices as per this guideline.

### **Penalization & Termination**

- Failure to adhere to the terms set out by HDC in this guideline may result in penalization of the party.
- HDC holds the right to ban parties failing to comply with HDC's guidelines from future bids carried out by this corporation.

I/We understand the rules and guideline stated in HDC website, and will abide so.

Name:.....

Designation:.....

Date:.....

Sign:.....