

## Guideline for Advertising on Digital Billboard

### 1. Introduction

The option of outdoor advertising on LED Digital Billboards allows for the usage of smart content enabling great visibility with a widespread reach. Given the ability to attract and retain the interest of the audience with the advantage of reactivity, immediacy and flexibility that digital has to offer, this is known to be one of the most preferred options for advertising. LED Digital Billboards are set to be placed within premium locations in Hulhumalé promising extensive exposure

### 2. General Guideline

- a. The minimum duration for the lease period is one (1) month
- b. Advertisements may promote specific products, businesses/entities and social awareness campaigns in accordance with this guideline.
- c. Preparation of advertisements and associated costs shall be borne by the advertiser.
- d. If a party wishes to extend their lease period, they are required to request for an extension in writing to HDC, at least one (1) week prior to the deadline of their lease period.
- e. The advert and its content shall not be in confliction with religion or any of the laws and regulations as practiced in the Maldives.
- f. Advertisement clips will be approved within two (2) working days from their submission.
- g. Advertisements will be displayed on the Digital Billboards upon internal evaluation and approval of advert content by HDC.
- h. 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.
- i. Adjustments to adverts (messages and designs) can be made if required, for a maximum of two (2) times within each lease period (one month).
- j. Two predetermined bandwidths are made available for interested parties as follows:
  - i. 30 seconds
  - ii. 15 seconds (minimum)
- k. Any party that wishes to advertise beyond the fixed time slots (of 15 and 30 seconds) can approach HDC with their proposal for an advertisement mechanism to be negotiated.
- l. Total running time is 20 hours each day (5am till 1am)
- m. Loop time is 20 minutes.
- n. Within each loop of 20 minutes, 20% will be allocated for CSR campaigns.
- o. Each party can lease a maximum of three (3) minutes as running time within the loop time of 20 minutes.
- p. For consecutive running time, each party can lease a maximum of two slots such as; (15+15 seconds, 15+30 seconds, 30+30 seconds)
- q. The time slots will be leased on first come first-served basis.

3. Penalization & Termination
- 3.1. Failure to adhere to the terms set out by HDC in this guideline may result in penalization of the party.
- 3.2. HDC holds the right to ban parties failing to comply with HDC's guidelines from future bids carried out by this corporation.
4. Contents / Display
- 4.1 If the requesting party wishes to advertise video through digital board, the video should have the following qualities;
- 4.1.1. The video should be in H265 or Mp4 format
- 4.1.2. 1920 x 1080 pixel (maximum)
- 4.1.3. 1200 x 720 pixel (minimum)
- 4.1.4. 16:9 aspect ratio
- 4.2 If the requesting party wishes to advertise photo through digital board, the photo should have the following qualities;
- 4.2.1. 72 PPI resolution
- 4.2.2. 16:9 aspect ratio
- 4.3 The design must be approved by Housing Development Corporation Ltd. prior to display
- 4.4 The poster design and content shall not be in confliction with any of the laws and regulations of the Maldives
5. Allocation Process
- 5.1. Interested parties are required to complete the application form and submit their documents to the following address;
- Housing Development Corporation Ltd.  
**Ground floor, Municipal Services and Administration Department**  
 HDC Building, Hulhumalé, 23000  
 Republic of Maldives

6. Rent Details
- 6.1. Table 1

**15 Seconds**

Packages	Amount	
6 months – 1 year	MVR 6,570.00	Per month
less than 6 months	MVR 7,300.00	Per month

**30 Seconds**

Packages	Amount	
01 month	MVR 9,700.00	Per month
03 months	MVR 7,000.00	Per month
06 months	MVR 6,500.00	Per month
01 Year	MVR 6,000.00	Per month

