

BUS STOP ADVERTISING GUIDELINE

1. Introduction

The bus stop consists of four individual panels and is lit with LED lights. The front panel of each bus stop is planned to be reserved by HDC and the three back panels are to be leased to interested parties.

2. Guidelines

- 2.1. A total number of 39 (thirty nine) bus stop panels will be leased.
- 2.2. The panels will be leased for a period not less than three (3) months and not exceeding six (6) months duration.
- 2.3. No more than 50% of the panels (19 panels) can be leased to a single party.
- 2.4. The design of the poster shall be submitted for approval at least five (5) working days prior to the requested installation date.
- 2.5. The selected party has the right to change the advertisement and can be done so with a prior approval of the design by Housing Development Corporation Ltd (HDC).
- 2.6. The panels can be subleased.
- 2.7. Advertisement materials shall be prepared by lessee. (Expenses regarding the advertisement materials shall not be borne by HDC).
- 2.8. Appointed maintenance crew assigned by HDC will bear the responsibility to install and/or remove the banners.
- 2.9. The allotment and approval of the banners will be borne by HDC.

3. Contents/Display

- 3.1. The size of the advertising sleeve shall/must be approximately 70cm x 122cm.
- 3.2. The poster design and content shall not be in conflict with any of the laws and regulations of the Maldives.
- 3.3. The posters shall be of lightweight and printed on single side on Backlit 225gsm PET film material (must be waterproof).

4. Allocation process

- 4.1. Interested parties are to submit the form to Housing Development Corporation Ltd.
- 4.2. The panels will be allocated at first come first serve basis.
- 4.3. If the party has been selected they will be given a lease deposit slip. And the parties will be invited to sign a declaration.
- 4.4. The final poster must be submitted after signing the declaration.