

# Schedule of Media Activity 2023

Client: Visit Jersey  
 Period: Sep-23  
 Campaign: Autumn 2023  
 Channel: OOH

Status: Planned  
 Planner: UM



Media	In Charge Dates	Media Owner	Copy Deadline	Format/Environment	Geo Targeting	Share/Timing	Est. Adults Delivery	Est ABC1 35+ Delivery	Insertions	No. of Panels
OOH	11th September - 8th October	Global	24th August	General Distribution Cross Track Paper 16 sheets*	London Only - upweighting key ABC1 35+ stations	4 weeks	24.5% @ 4.52 Freq - 12,081,480 Impacts	25.50% @ 4.85 Freq - 5,641,650 Impacts	2	100
	12th - 21st September		5th September	General Distribution Gateways (Tuesday-Thursday)		Tuesday - Thursday (6 days)			1	2
			20th September	Waterloo Gateways (Tuesday-Thursday)		Tuesday - Thursday (4 days)			1	1
			20th September	General Distribution Gateways (Tuesday-Thursday)		Tuesday - Thursday (3 days)			1	1
			20th September	General Distribution Gateways (Tuesday-Thursday)		Tuesday - Thursday (3 days)			1	1

September					October				
4	11	18	25	2	9	16	23	30	
	1	1							
		1							
				1	1				
			1	1					

\*Production is based on 1 design per format only, however all dispatch costs and spares are included.

**Terms and Conditions**

In the absence of a specific agreement to the contrary, the services contained in this Media buying and planning schedule are provided under our standard terms and conditions of sale, which are incorporated by reference hereto and hereby agreed by this estimate. A copy of our standard terms and conditions can be obtained from the company at: [http://www.mmcinternational.co.uk/Marketing\\_Standard\\_Terms\\_and\\_Conditions.pdf](http://www.mmcinternational.co.uk/Marketing_Standard_Terms_and_Conditions.pdf). Particular attention is drawn to the following:

Planned media changes and emerging changes are based on current market data and the Client hereby accepts that programming, channel share and/or content change performance may change.

With reference to any agreement between us whereby the agency undertakes to purchase advertising on the client's behalf, the agency is hereby notified that the client's responsibility to pay the agency is not affected by the agency's failure to pay the client. The client's responsibility to pay the agency is not affected by the agency's failure to pay the client.

Accepted terms and conditions of service, with the exception of any amendments in blue within 30 days of the date of issuance. Technology applied by third parties may be treated in the case of OOH placement. The Client accepts it will be liable for such OOH copy changes if any. The Agency, and not responsible for providing such copy and all that for being liable on time.

	Estimated R&F All Adults	Estimated R&F All Adults London	Estimated R&F ABC1 35+ National	Estimated R&F ABC1 35+ London
100 x GD LUG 16s and 4 x Gateways	8% @ 6 27m impacts	34% @ 6 23m impacts	9% @ 6 13m impacts	35% @ 6 11m impacts

Gateways

