



Advertisement Guideline

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Approved by:
Management Board

MP

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Record of revisions

#	Revision Approval Date	Version	Revisions made	Page number	Approved by	Decision Number
01	28 th February 2023	1.0	Initial Document			
02	1 st April 2023	1.1	Revisions to the format of the document due to rebranding			
03	2 nd May 2023	1.2	Addition of clauses (Clause 5.4.10, 5.4.16 & 5.4.17)	14 & 15	MB	MTB-M/2023/1579



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1. SCOPE

1.1 This Guideline applies to any party(s) that is interested to rent HDC's advertisement space(s) to advertise within Hulhumalé.

2. PURPOSE

2.1 The purpose of this Guideline is to provide a framework that sets out the procedures and requirements to follow when leasing and renting advertisement spaces to ensure fair and reasonable parameters are outlined to avoid unjust discrimination in leasing advertisement space(s). This Guideline also provides the application process, allocation process, obligations, restrictions and penalization.

3. APPLICATION, ALLOCATION AND PAYMENT PROCESS

3.1 To rent HDC's advertisement space(s), interested party(s) shall complete and submit the application form published on HDC website along with the supporting documents to HDC email address: biz.solutions@hdc.com.mv

3.2 Upon receiving the application form, HDC shall confirm the advertisement space(s) based on the availability of the advertisement locations within 2 (Two) working days.



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3.3 HDC shall allocate the advertisement space(s) subject to first-come, first-served basis. However, HDC shall give priority to applications from its stakeholders, partner companies and government requests.

3.4 Upon confirmation of an advertisement space(s), HDC shall issue a Conditional Award Letter to the Lessee along with an invoice stating the total charges for the full lease period.

3.5 Upon receiving the Conditional Award Letter and the invoice, Lessee shall pay the total amount for the full lease period upfront within 5 (Five) working days from the date of issuance of Conditional Award Letter and prior to the instalment/display of the advertisement. Failure to settle the payment within the aforementioned period shall result in the cancellation of the Conditional Award Letter. Lessee shall settle the payment online or to HDC's collection counters. Rates stated in this Guideline shall be subject to 8% GST.

3.6 Lessee shall submit the design and content of the advertisement for HDC's approval within the given period stated in this Guideline to HDC email biz.solutions@hdc.com.mv prior to the installation or display date.

3.7 HDC shall evaluate the advertisement design submitted by the Lessee within 3 (Three) working days from the submission date.



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3.8 Once the full payment is made by the Lessee and the advertisement design is approved, HDC shall hand over the leased advertisement space(s) to the Lessee within 2 (Two) working days (applies to static billboards and light pole banners).

3.9 HDC shall display the advertisement on the leased advertisement space(s) after the Official Handover document has been signed by the Lessee (applies to digital advertisements and bus stop panels).

4. OBLIGATIONS OF THE LESSEE

4.1 The Lessee shall have the following obligations;

- 4.1.1 Shall pay the total amount for the full lease period upfront within 5 (Five) working days from the date of issuance of the Conditional Award Letter and the invoice in the manner as stated in this Guideline.
- 4.1.2 Shall ensure that advertisement and its content is not in conflict with religion or any of the laws and regulations practiced in Maldives.
- 4.1.3 Shall bear all the production of advertisement and associated costs.



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- 4.1.4 Shall submit the design of the advertisement for HDC's approval within the given period under each advertisement product stated in this Guideline to HDC email biz.solutions@hdc.com.mv prior to the installation/display date.
- 4.1.5 Shall inform HDC in writing if the Lessee wishes to bring any changes to the installed or displayed advertisement. In such case, the Lessee shall submit the advertisement for HDC's approval within the given period under each advertisement product stated in this Guideline.
- 4.1.6 For extension of the lease period, the Lessee shall send a request via email or a letter 7 (Seven) working days prior to the expiration of the lease period to HDC email biz.solutions@hdc.com.mv
- 4.1.7 Upon termination or the expiration of the lease period, Lessee shall remove the advertisement within 3 (Three) calendar days.
- 4.1.8 Shall ensure not to place/install any form of paper and fabric advertisements in public places of Hulhumalé without prior written consent of HDC.
- 4.1.9 Be solely responsible for any damage to the leased advertisement space(s) or equipment as a result of any negligent act or omission of the Lessee at any time.



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5. ADVERTISEMENT PRODUCTS

5.1 Static billboards

- 5.1.1 The minimum duration of the lease period shall be 7 (Seven) calendar days.
- 5.1.2 The maximum duration of the lease period shall be 6 (Six) months.
- 5.1.3 The design of the advertisement must be submitted via email 3 (Three) working days prior to the date of the requested installation.
- 5.1.4 The Lessee shall bear all responsibility for the production cost, installation, and materials for the advertisement to be displayed.
- 5.1.5 Lessee is allowed to change the static billboard advertisement with prior approval from HDC. In such case, the Lessee shall adhere to the Clause 5.1.3 of this Guideline.
- 5.1.6 Approval of the static billboard advertisement design shall be done by HDC.
- 5.1.7 The lease rate for static billboard per calendar month is as follows;

Billboard	Lease rate per sqft per month (MVR)
Static	69.00



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5.2 Digital Advertisements

- 5.2.1 The minimum duration of the lease period shall be 1 (One) day.
- 5.2.2 The maximum duration of the lease period shall be 1 (One) year.
- 5.2.3 The design of the advertisement must be submitted via email 3 (Three) working days prior to the date of display.
- 5.2.4 The Lessee shall bear all responsibility for the production cost of the advertisement to be displayed.
- 5.2.5 Lessee is allowed to change the advertisement with prior approval from HDC. In such case, the Lessee shall adhere to the Clause 5.2.3 of this Guideline.
- 5.2.6 Approval of the advertisement design shall be done by HDC.
- 5.2.7 Both video and photo are made available for the Lessee to advertise through digital billboards/signage.
- 5.2.8 Two predetermined advertisement durations are available for the Lessee as follows:
- 30 seconds
 - 15 seconds (minimum)
- 5.2.9 Total operational time of the digital signage shall be 20 hours each day from 5 am until 1am.
- 5.2.10 Lessee can lease a maximum of 2 minutes as running time.
- 5.2.11 Time slots shall be leased on first-come, first-served basis.
- 5.2.12 The lease rates for the digital advertisement per calendar month/day are as follows;

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5.2.12.1 Digital Billboard (Ruhgandu 1)

15 seconds	
Packages	Lease rate per day/month (MVR)
1-10 days	403.00
01 month	11,155.00
03 months	8,050.00
06 months	7,763.00
01 year	7,475.00
30 seconds	
Packages	Lease rate per day/month (MVR)
1-10 days	443.00
01 month	12,271.00
03 months	8,855.00
06 months	8,539.00
01 year	8,223.00



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5.2.12.2 Digital Signage (Central Park)

15 seconds	
Packages	Lease rate per day/month (MVR)
1-10 days	201.00
1 month	5,578.00
3 months	4,025.00
6 months	3,881.00
1 year	3,738.00
30 seconds	
Packages	Lease rate per day/month (MVR)
1-10 days	222.00
1 month	6,135.00
03 months	4,428.00
06 months	4,270.00
01 year	4,111.00



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5.2.12.3 Community Noticeboard

15 seconds	
Packages	Lease rate per day/month (MVR)
1-10 Days	242.00
1 Week	345.00
1 Month	6,693.00
3 Months	4,830.00
6 Months	4,658.00
1 Year	4,485.00
30 seconds	
Packages	Lease rate per day/month (MVR)
1-10 Days	266.00
1 Week	621.00
1 Month	7,362.00
3 Months	5,313.00
6 Months	5,124.00
1 Year	4,934.00



5.3 Bus Stop Panels

- 5.3.1 The minimum duration of the lease period shall be 1 (One) month.
- 5.3.2 The maximum duration of the lease period shall be 6 (Six) months.
- 5.3.3 The design of the advertisement must be submitted via email 3 (Three) working days prior to the date of the requested installation.
- 5.3.4 The Lessee shall bear all responsibility for the production and material cost for the advertisement to be displayed.
- 5.3.5 Lessee is allowed to change the advertisement with prior approval from HDC. In such case, the Lessee shall adhere to the Clause 5.3.3 of this Guideline.
- 5.3.6 Approval of the advertisement design shall be done by HDC.
- 5.3.7 HDC shall be responsible for the installation and removal of the bus stop banners.
- 5.3.8 Lease rates for the bus stop panels per calendar month are as follows;

Type of panel	Lease rate per panel per month (MVR)
Middle	2,415.00
Side	1,150.00



5.4 Light Pole Banners

- 5.4.1 The minimum duration of the lease period shall be 1 (One) day.
- 5.4.2 The maximum duration of the lease period shall be 3 (Three) months.
- 5.4.3 The design of the advertisement must be submitted via email 3 (Three) working days prior to the date of the requested installation.
- 5.4.4 The Lessee shall bear all responsibility for the production cost, installation, and materials for the advertisement to be displayed.
- 5.4.5 Lessee is allowed to change the advertisement with prior approval from HDC. In such case, the Lessee shall adhere to the Clause 5.4.3 of this Guideline.
- 5.4.6 Approval of the advertisement design shall be done by HDC.
- 5.4.7 Lessee shall bear the responsibility of securing the banner(s) onto the approved locations in a safe and secure manner.
- 5.4.8 The maximum size of the banner shall be 6ft x 3ft.
- 5.4.9 Banner(s) shall be secured at a height defined by HDC, based on the height of the pole and area of installation.
- 5.4.10 HDC reserves the right to lease each light pole to 2 (Two) different parties for dual banners. Each light pole may carry 2 (Two) banners which shall adhere to the size and material as stated in this Guideline. Both banners shall completely be visible and shall not overlap in anyway.
- 5.4.11 Banner(s) shall be lightweight and printed on single/double side on PVC or a superior material.



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- 5.4.12 Banner(s) shall be clamped with U-clamp with PVC sleeves used to mount the banner(s) onto the poles where applicable.
- 5.4.13 The design of the banner(s) shall not be similar to any road-related signs, traffic signs and traffic lights to avoid confusion.
- 5.4.14 Banner(s) shall not be too cluttered or contain too much text, to maintain aesthetic peace.
- 5.4.15 Priority will be given to those events held in Hulhumalé under HDC's own discretion.
- 5.4.16 The Lessee shall release the leased light pole(s) in case of any events for a specific period requested by HDC. In any such case, HDC shall compensate the Lessee for the period of release with an equivalent period to install light pole banner(s) after the released period is over.
- 5.4.17 For extension of the lease period for the light poles reserved for events, Party shall send a request via email or a letter 2 (Two) working days prior to the expiration of the leased period to HDC email biz.solutions@hdc.com.mv.
- 5.4.18 Lease rates for the light pole banner per day are as follows;

Light pole banner type	Lease rate per banner per day (MVR)
Premium	17.00
Standard	12.00



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6. RESTRICTIONS

- 6.1. The Lessee shall not remove the advertisement installed/displayed on the advertisement space(s) before the expiration of the lease period without HDC's prior approval.
- 6.2. The Lessee shall not advertise anywhere other than the allocated space(s) for them.
- 6.3. The Lessee shall not place any form of paper and fabric advertisements within any part of Hulhumalé, without the prior written consent of HDC. Using paper and fabric advertisement in the public areas of Hulhumalé is strictly restricted.
- 6.4. The Lessee cannot sublease the advertisement space(s) under any conditions.
- 6.5. The advertisement design and its content shall not be in conflict with religion or any of the laws and regulations of Maldives.
- 6.6. The design of the banner(s) shall not be similar to any road-related signs, traffic signs and traffic lights to avoid confusion.
- 6.7. After the issuance of Conditional Award Letter and making the payment for advertisement space, the Lessee shall not request for postponement of installation/displaying of advertisement.

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7. PENALIZATION AND TERMINATION

7.1. HDC reserves the right to remove advertisements in public areas at any given time if the advertisements are put up without the approval of HDC.

7.1 Using and installing paper and fabric banners, posters and billboards for the purpose of advertising in the public area of Hulhumalé is strictly restricted. Any businesses/institutions/individuals that fail to adhere to this Clause of this Guideline, shall pay financial penalties up to MVR 2,000 (Two Thousand Rufiyaa).

7.2 Where the Lessee fails to remove the advertisement within 3 (Three) calendar days after the expiration of the lease period or termination of the award letter, HDC shall reserve the right to remove the advertisement. In such case, HDC shall reserve the right to impose financial penalties up to MVR 5,000 (Five Thousand Rufiyaa) and to reject their future applications at HDC's own discretion.

7.3 Failure to make the full payment at the end of the 5th (Fifth) day from the date of the Conditional Award Letter will result in termination or forfeiture of award.

7.4 Where the Lessee fails to fulfil any of its leasehold obligations laid down in this Guideline or fails to adhere to the terms set out in this Guideline, will result in termination or forfeiture of award.

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7.5 If any damage is caused to any of the Lessor's advertisement infrastructure on the leased area due to an act or omission or otherwise due to negligence of the Lessee or anyone acting on behalf of or authorized by the Lessee, the Lessee shall be responsible to compensate the Lessor for such damage.

7.6 If the Lessee has any outstanding fine payable to the Lessor, that fine amount shall be paid within 15 (Fifteen) working days after the expiration of the lease period or the termination of the Conditional Award Letter, whichever is earlier. Lease period shall be renewed only when any incurred fine amount is cleared along with the full settlement of total rent amount for the lease period. Failure to pay the outstanding fine payable within the given period, shall result in the rejection of future applications until all due clearance have been cleared.

7.7 Both the Lessee and Lessor shall be excused from performing its obligations if its performance is restricted or prevented by an event of Force Majeure. In such circumstances the Party affected by the Force Majeure event shall inform the other Party within 7 (Seven) calendar days of the occurrence of such Force Majeure event. Performances of the Parties shall be excused hereunder only to the extent of and during the reasonable continuance of such disability. In this context, "Force Majeure" mean a cause beyond reasonable control, which shall be limited to acts of God, riots, war, acts of terrorism, fire, flood, storm or

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earthquake and any natural disaster.

7.8 This Guideline comes into effect on 01st March 2023. Any matter not mentioned in this Guideline shall be determined by HDC. HDC shall reserves the right to bring any amendment to this Guideline.

