

7 OUTDOOR MEDIA

7.1 SCOPE

Applies to **all** outdoor media, including but not limited to large outdoor billboards, moving media, TV-type displays placed indoor and outdoor, cutouts, poster sized billboards or smaller indoor billboards visible to the general public where Access Channels are displayed.

7.2 DISPLAY RULES FOR COST AND T&C INFORMATION

7.2.1 COST OF ACCESS DISPLAY RULES

7.2.1.1 Formatting Of Cost Text

The size of the text showing the cost of access must be **70%** of the largest-sized version of the access number displayed on the advertisement. The access cost text must be in a non-serif font. All access cost information must be placed horizontally

7.2.1.2 Position of Cost Text:

For each unique access number, the full and final cost of the access must be displayed immediately below, or above, or adjacent to the unique access number or Content access code

If multiple offers are made in the same advertisement and the cost differs with each offering, each offering must clearly show the individual costs, again immediately below, or above, or adjacent to the unique access number

7.2.2 T&C DISPLAY TEXT RULES

7.2.2.1 Formatting Criteria For T&C Text:

- The T&C text must be **50% of the largest-sized version of the access number displayed** on the advertisement. The T&C text must be in a non-serif font.
- The T&C text must be displayed on the same media as the unique access number it applies to.
- The pricing and T&C text must not be positioned or formatted in a manner where it may be obscured by other text or visual information that may be displayed as part of the ad.
- The cost and T&C text must not be part of a colour scheme that may obscure easy reading of complete details of the price and T&C
- All T&C information must be placed horizontally

Illustrative Pricing Example:

Correct

Content-Header

34xxx

R5/SMS + WAP Charges

Content
Content
Content
Content
Content
Content

T&C – T&C – T&C – T&C - T&C – T&C

Incorrect

Content-Header

34xxx

Content
Content
Content
Content
Content
Content

R5/SMS + WAP Charges T&C - T&C – T&C – T&C

