

# AOP Re-usage Guidelines

	Additional Media in negotiated licence period	Additional year after licence period	Additional 2 <sup>nd</sup> year after licence period	Additional 3 <sup>rd</sup> year + after licence period	Each year up to a 5 year shelf life	Notes for Guidance % is of the negotiated base usage rate (BUR) at not less than the normal day rate. Always state BUR on your estimate 6 months further use would normally be charged at 50% of the %'s shown
<b>Ambient</b> Includes: garage forecourt and rail station screens and all public areas where advertising is screened (not cinemas)	100%	100%	50%	50%		When screening is at Point of Sale those %'s should be used
<b>Brochures</b>	25-50%	25-50%	12.5-25%	12.5-25%		
<b>Direct Mail</b> Includes: door drop leaflets & postcards	25-50%	25-50%	12.5-25%	12.5-25%		
<b>Internet</b>	30-100%	30-100%	15-50%	15-50%		% is dependant on potential volume of traffic or prominence of web presence
<b>Intranet</b>	30-60%	30-60%	15-30%	15-30%		% is dependant on the number and location of client offices
<b>Marketing Aids non-purchasable</b> Includes: umbrellas, ashtrays, beer mats, exhibition panels, trolley panels	25%	25%	12.5%	12.5%		Product list is not limited to these items – others may be requested- but does not include merchandising
<b>Packaging</b>					50-100%	
	Additional Media in negotiated licence period	Additional year after licence period	Additional 2 <sup>nd</sup> year after licence period	Additional 3 <sup>rd</sup> year + after licence period	Each year up to a 5 year shelf life	Notes for Guidance % is of the negotiated base usage rate (BUR) at not less than the normal day rate. Always state BUR on your estimate 6 months further use would normally be charged at 50% of the %'s shown
<b>Point of Sale</b>	25-50%	25-50%	12.5-25%	12.5-25%		Also known as Point of Purchase
<b>Posters</b> Includes: 96/48/16/12/4 sheet, superlites, escalator panels, bus sides & panels, taxi wraps & seats, bus backs, tube, underground	100%	100%	50%	50%		% should include up to 4 types of posters only
<b>PR</b>	25%	25%	12.5%	12.5%		Images used to promote within a press editorial/advertorial or trade handout
<b>Press Includes:</b> Trade, consumer, local, national, magazines & newspapers	100%	100%	50%	50%		
<b>TV, Interactive TV, Video, mobiles, CD Ads</b>	25-50%	25-50%	12.5-25%	12.5-25%		Each media attracts it's own %

# AOP Re-usage Guidelines

Territory	Principle media	Single Additional Media	Multi Media*	2nd year	3rd year	Notes
						2nd & 3rd year percentages are for a further single year each.
Europe (not EU)	100%	50-100%	150%	100% of 1st year	50% of 1st year	
European Union	200%	50-100%	300%	100% of 1st year	50% of 1st year	
Pan European (EU+ non EU)	300%	100-200%	450%	100% of 1st term	50% of 1st term	18mth licence
Pan European (EU+ non EU)	275%	75-150%	350%	100% of 1st year	50% of 1st year	1 year licence
Single Additional Country	20-100%	10-50%	75-100%	100% of 1st year	50% of 1st year	Dependant on size of country or size of original country
Middle East	100%	50-100%	150%	100% of 1st year	50% of 1st year	
USA	200%	50-100%	300%	100% of 1st year	50% of 1st year	
South America	100%	25-50%	150%	100% of 1st year	50% of 1st year	
Canada	50%	12.5-25%	75%	100% of 1st year	50% of 1st year	
Africa	100%	25-50%	150%	100% of 1st year	50% of 1st year	
Asia (excluding Japan)	75%	20-35%	110%	100% of 1st year	50% of 1st year	
Asia (including Japan)	175%	50-75%	250%	100% of 1st year	50% of 1st year	
Japan	100%	25-50%	150%	100% of 1st year	50% of 1st year	
Oceania/Australasia	100%	25-50%	150%	100% of 1st year	50% of 1st year	
Worldwide	500%	125-250%	750%	100% of 1st year	50% of 1st year	
International media**	100-200%	N/A	N/A	100% of 1st year	50% of 1st year	
<b>All Uses Licence In Excess of 750%</b>						
<p>* Any combination (three plus) of media listed previously</p> <p>** In flight magazines, Time, Newsweek, National Geographic etc</p>						

# AOP Re-usage Guidelines

## AFRICA

Algeria  
 Angola  
 Benin  
 Botswana  
 Burkina  
 Burundi  
 Cameroon  
 Cape Verde  
 Central African Republic  
 Chad  
 Comoros  
 Congo  
 Congo Dem Rep  
 Djibouti  
 Egypt  
 Equatorial Guinea  
 Eritrea  
 Ethiopia  
 Gabon  
 Gambia  
 Ghana  
 Guinea  
 Guinea-Bissau  
 Ivory Coast  
 Kenya  
 Lesotho  
 Liberia  
 Libya  
 Madagascar  
 Malawi  
  
 Mali  
  
 Mauritania  
 Mauritius  
 Morocco  
 Mozambique  
 Namibia  
 Niger  
 Nigeria  
  
 Rwanda  
 Sao Tome  
 Senegal  
 Seychelles  
 Sierra Leone  
 Somalia  
 South Africa  
 Sudan  
 Swaziland  
 Tanzania  
 Togo  
 Tunisia  
 Uganda  
 Zambia  
 Zimbabwe

## ASIA

*Afghanistan* \*  
*Armenia* \*  
*Azerbaijan*  
*Bahrain* \*  
 Bangladesh  
 Bhutan  
 Brunei  
 Burma  
 Cambodia  
  
 China  
*Cyprus* \*  
 East Timor  
 India  
 Indonesia  
*Iran* \*  
*Iraq* \*  
*Israel* \*  
 Japan  
*Jordan* \*  
 Kazakhstan  
 Korea  
*Kuwait* \*  
*Kyrgyzstan* \*  
 Laos  
*Lebanon* \*  
 Malaysia  
 Maldives  
 Mongolia  
 Nepal  
*Oman* \*  
  
*Pakistan* \*  
  
 Philipines  
*Qatar* \*  
 Russian Federation  
*Saudi Arabia* \*  
 Singapore  
 Sri Lanka  
*Syria* \*  
  
 Taiwan  
*Tajikistan* \*  
*Turkey* \*  
*Turkmenistan* \*  
*United Arab Emirates* \*  
*Uzbekistan* \*  
*Yemen* \*  
 Vietnam  
  
 \* indicates that the country is a part of Asia, but is often referred to as being a part of the **Middle East**

## STH AMERICA

Argentina  
 Bolivia  
 Brazil  
 Chile  
 Colombia  
 Ecuador  
 Guyana  
 Paraguay  
 Peru  
 Suriname  
 Uruguay  
 Venezuela

## OCEANIA

Australia  
 Fiji  
 Kiribati  
 Marshall Islands  
 Micronesia  
 Nauru  
 New Zealand  
 Palau  
 Papua New Guinea  
  
 Samoa  
 Solomon Islands  
 Tonga  
 Tuvalu  
 Vanuatu

## EUROPE

Albania  
 Andorra  
Austria \*\*  
 Belarus  
Belgium \*\*  
 Bosnia-Herzegovina  
 Bulgaria  
 Croatia  
 Czech Republic  
Denmark \*\*  
 Estonia  
Finland \*\*  
France \*\*  
 Georgia  
Germany \*\*  
Greece \*\*  
 Hungary  
 Iceland  
Ireland (Eire) \*\*  
Italy \*\*  
 Latvia  
 Liechtenstein  
 Lithuania  
Luxembourg \*\*  
 Macedonia  
 Malta  
 Moldova  
 Monaco  
Netherlands \*\*  
 Norway  
Portugal \*\*  
 Poland  
 Romania  
 Russia (European)  
 San Marino  
 Yugoslavia (Serbia)  
 Slovakia  
 Slovenia  
Spain \*\*  
Sweden \*\*  
 Switzerland  
 Turkey  
 Ukraine  
UK \*\*

\*\* indicates member of the EU