**DIGITAL 6-SHEET ADVERTISING**

**PRICING SHEET**

**Bidders are asked to complete the following:**

**Commercial Model**

A share of net revenue subject to the payment of a minimum guaranteed sum per display face per annum. **In effect, each year the Council will receive either the share of Net Revenue or the Minimum Guaranteed Sum, whichever is the greater.**

**Please Note:**

For the avoidance of doubt ‘display face’ means each side of an advertising unit on which advertising is displayed ie. a double-sided advertising unit has two ‘display faces’ (one each side) and a single sided advertising unit has one ‘display face’.

**‘**Net Revenue’ means all income receivable by the Licensee as a result of this Concession from the sale of all advertising space, brand experience and associated promotional activity less applicable specialist and agency fees and volume over-ride payments as detailed at section 4.2 of the specification and the working example at Appendix 3. No other cost deductions will be allowable.

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| --- | --- |
| **Share of Net Revenue Offered to Council** | **\_\_\_\_\_\_%** |

|  |  |
| --- | --- |
| **Minimum Guaranteed Sum per Display Face Offered to Council per Annum** | **£ \_\_\_\_\_\_** |