



Rate card

Effective 1st September 2020

1 Introduction

The Rate Card sets out the terms and fees for companies (that are not Route Underwriters) by which they may access the Route out-of-home audience measurement data.

The Route service to which the Rate Card relates is for access to the reporting of audience data for out-of-home advertising campaigns (Route Data).

For, agencies, media owners/vendors and all other third parties, access relates to the Route Data, which may be obtained via independent software bureaux that are licensed by Route to offer the Route service. The cost of such software services is not included in the Rate Card and is a matter for discussion between the parties concerned.

For media owners/vendors only, the fee includes the opportunity to submit their inventory for inclusion in the Route measurement survey.

Any company wishing to become a Subscriber of the Route Data will need to sign the Route Subscriber Agreement which, in addition to the terms set out in this Rate Card, outlines the terms, rights and limits of use of the Route Data. Any capitalised words used in this Rate Card which are not otherwise defined herein, shall have the meaning set out in the Route Subscriber Agreement.

1.1 Fees payable

There are a variety of fees payable, depending on whether the Subscriber is an agency, media owner/vendor or other third party and if the Subscriber is a member of one of the trade associations that underwrite Route research being the Institute of Practitioners in Advertising Outdoor (IPAO) or Outsmart. (Given the underwriting guarantee of the trade associations there is a concomitant price advantage to their members in the cost of access to Route Data.)

For the purpose of the Route Subscriber Agreement, the definition of “Defined Business” corresponds to a particular Subscriber category set out in this Rate Card and the fees payable by the Subscriber are therefore in line with the fees for the particular Subscriber category set out in this Rate Card. More than one Fee may be payable. Subscribers may add “Additional Permitted Uses” to their subscription by listing an additional Rate Card Subscriber category under the definition of “Additional Permitted Uses” in the Route Subscriber Agreement, and the fees will be adjusted accordingly. Please contact Route to discuss Fees payable for any type of usage not covered in this Rate Card. Where a business operates in more than one of the declared Subscriber categories, it will be required to declare a main Subscriber category under “Defined Business” in the Route Subscriber Agreement and will also need to declare all other Subscriber categories as “Additional Permitted Uses” in the Route Subscriber Agreement.

From time to time, Route will update or amend the contents of the Rate Card. Any amendments to the Rate Card will be communicated to Subscribers directly as well as via the website, www.route.org.uk

All fees quoted are for the calendar year.

The minimum fee is for twelve months, irrespective of the date of joining or period of membership.

The subscriber categories are set out in sections 2, 3 and 4 of the rate card.

2 Agencies

2.1 Underwriting OOH (or outdoor) media specialist buying agencies – IPAO members

Description of Subscriber category:

An OOH media specialist agency is an organisation whose activity includes ...

- Party to the funding agreement that underwrites Route;
- The development of strategic advice on, and scheduling of, OOH media on behalf of its clients; and/or
- The negotiation, purchasing and placement of advertising space and airtime that reflects such advice and scheduling, developed either by that organisation, or by others.

Fee:

Named members of the IPAO are jointly accountable for the underwriting of the agency portion of Route’s costs, after the deduction of income from other OOH specialist, media and other agencies. The IPAO is responsible for the apportionment of costs between the underwriters, based on a formula of its own devising.

Permitted use of the Route Data:

In terms of the use of Route Data, the buying agency function is permitted to use the Route Data to calculate the Cover and Frequency of a collection of frames from more than one media owner/vendor; either to make recommendations based on that calculation or to allow their clients to value combinations of frames from more than one media owner/vendor.

2.2 OOH (or outdoor) media specialist buying agencies – IPAO or IPA members

Description of the Subscriber category:

An OOH media specialist buying agency is an organisation whose activity includes ...

- The development of strategic advice on, and scheduling of, OOH media on behalf of its clients; and/or
- The negotiation, purchasing and placement of advertising space and airtime that reflects such advice and scheduling, developed either by that organisation, or by others.

Fee:

OOH media buying agencies pay an annual subscription fee of £40,000 plus £1,000 per £1million OOH billing in order to use the Route Data as described above. By way of illustration:

OOH media billing	Annual Subscription
£1,000,000	£41,000
£5,000,000	£45,000
£10,000,000	£50,000
£20,000,000	£60,000
£50,000,000	£90,000
£100,000,000	£140,000

OOH media billing is calculated to the year ending June 2020. The IPAO and/or the IPA supply the billing figures.

Permitted use of the Route Data:

In terms of the use of Route Data, the buying agency function is permitted to use the Route Data to calculate the Cover and Frequency of a collection of frames from more than one media owner/vendor; either to make recommendations based on that calculation or to allow their clients to value combinations of frames from more than one media owner/vendor.

2.3 Other media agencies – IPA member companies

Description of the Subscriber category:

Other media agencies are organisations whose principle activity is ...

- The development of strategic media advice and scheduling on behalf of its clients, and/or
- The negotiation, purchasing and placement of advertising space and airtime reflecting such advice and scheduling, with the exclusion of OOH advertising space, – developed either by that organisation, or by others.

Fee:

The annual subscription fee for such other media agencies is £2,400 per annum.

Permitted use of the Route Data:

Such other media agencies are permitted to use the Route Data to assist with the planning of clients’ media campaigns and to report to clients in respect of such campaigns.

2.4 OOH (or outdoor) media specialist buying agencies, media and other agencies, aggregators, marketplaces and platforms – non-IPA member companies

Description of the Subscriber category:

All other agencies, aggregators, marketplaces, etc. that conduct or facilitate the trading of OOH advertising space, which are not included in the categories immediately above.

Fee:

There is an annual subscription fee of £51,250 plus £1,025 per £1million OOH media billing. For example,

OOH media billing	Annual Subscription
£1,000,000	£52,275
£5,000,000	£56,375
£10,000,000	£61,500
£20,000,000	£71,750
£50,000,000	£102,500
£100,000,000	£153,750

Permitted use of the Route Data:

In terms of the use of Route Data, such entities are permitted to use of the Route Data to calculate the Cover and Frequency of a collection of frames from more than one media owner/vendor; either

to make recommendations based on that calculation or to allow their clients to value combinations of frames from more than one media owner/vendor.

3 Media owners/vendors

3.1 Underwriting media owners/vendors – Outsmart members

Description of the Subscriber category:

An underwriting media owner/vendor is an organisation whose activity includes ...

- Party to the funding agreement that underwrites Route;
- The sale and marketing of OOH media that are measured by Route;
- Including the vending of media space that is either inventory owned by the organisation or owned by third parties and sold by the organization on behalf of third parties.

Fee:

Named members of Outsmart are jointly accountable for the underwriting of the media owner/vendor portion of Route’s costs, after the deduction of income from other OOH media owner/vendors. Outsmart is responsible for the apportionment of costs between the underwriters, based on a formula of its own devising.

Permitted use of the Route Data:

In terms of the use of Route Data, the media owner/vendor function is permitted to use of the Route Data to calculate the Cover and Frequency of a collection of frames sold exclusively by that media owner/vendor; either to make recommendations based on that calculation or to allow their clients to value combinations of frames sold exclusively by that media owner/vendor.

3.2 Media owner/vendors – Outsmart members

Description of the Subscriber category:

A media owner/vendor is an organisation whose activity includes ...

- The sale and marketing of OOH media that are measured by Route;
- Including the vending of media space that is either inventory owned by the organisation or owned by third parties and sold by the organisation on behalf of third parties.

Fee:

Media owner/vendors are charged in direct proportion to their share of total revenue for the environments that are measurable by Route. For example, a media owner/vendor with a revenue share of 1% will pay 1% of the total media owner/vendor contribution to Route.

There is a minimum annual subscription fee of £3,000. By way of illustration,

Revenue share %	Subscription
0.05	£3,000
0.10	£3,000
0.25	£6,388
0.50	£12,776
1.00	£25,552
2.00	£51,104

Revenue share is calculated to the year ending June 2020. Figures are supplied by Outsmart.

Permitted use of the Route Data:

In terms of the use of Route Data, the media owner/vendor function is permitted to use of the Route Data to calculate the Cover and Frequency of a collection of frames sold exclusively by that media owner/vendor; either to make recommendations based on that calculation or to allow their clients to value combinations of frames sold exclusively by that media owner/vendor.

3.3 Media owners/vendors – non-Outsmart members

Description of the Subscriber category:

A media owner/vendor is an organisation whose activity includes ...

- The sale and marketing of OOH media that are measured by Route;
- Including the vending of media space that is either inventory owned by the organisation or owned by third parties and sold by the organization on behalf of third parties.

Fee:

Other media owners/vendors that are not members of Outsmart pay an annual subscription fee in addition to a scaled charge based on their revenue. The subscription fee is £1,052 per annum. The scale is £3,786 per £1million OOH media revenue. For example,

Revenue	Subscription
<= £1,000,000	£4,838
£2,000,000	£8,624
£5,000,000	£19,982
£10,000,000	£38,912
£20,000,000	£76,772
£30,000,000	£114,632

Permitted use of the Route Data:

In terms of the use of Route Data, the media owner/vendor function is permitted to use of the Route algorithm to calculate the Cover and Frequency of a collection of frames sold exclusively by that media owner/vendor; either to make recommendations based on that calculation or to allow their clients to value combinations of frames sold exclusively by that media owner/vendor.

4 Other subscribers

For other Subscribers that do not fall into one of the above categories, e.g. media auditors, consultancies, etc., the fee is as follows ...

- Total annual holding company revenue less than £1million - £31,549.50
- Total annual holding company revenue £1million or more - £47,324.25

Please contact Route to discuss Fees payable for any type of usage if you are not sure if it is covered in this Rate Card.

5 Annual rate review – IPAO, IPA and Outsmart members

The contribution will be adjusted each year based on the OOH media billing or revenue of the previous year to June. 2021 fees will reflect the position to the year ending June 2020. The relevant trade associations will determine the figures and advise Route.

5.1 Annual rate review – others

Each year, the annual Fees will increase by the growth in wage inflation as measured by the ONS for the previous year to June.

Route reserves the right to make alternative or additional adjustments to the Fees, as it may choose to do so from time to time.

6 Invoicing

All Subscribers will be invoiced quarterly, one month in advance. Eg, Q1 2021 will be invoiced on 1st December 2020.

The exception will be agencies paying £2,400 per annum. To reduce the administrative burden to both parties, an annual fee will be invoiced one month in advance. In this instance, the total for the calendar year 2021 will be billed on 1st December 2020.

7 Late payment

Late payment of the Fees will result in disconnection to the service. A reconnection fee of 5% of the annual subscription will be charged.

8 Right to audit

Route reserves the right to audit the Subscriber's facilities, including computer facilities, in respect of disputes relating to OOH media billing, revenue or turnover figures.

9 Access to data

9.1 Underwriters

In terms of Route Data, underwriting agencies and their nominated "software agents/partners" may access all available outputs, including respondent data.

The nominated software agents/partners are not permitted to resell functionality, afforded by respondent level data, to non-underwriting parties.

It is the responsibility of the underwriting party to ensure compliance of the nominated software agents/partners, at the risk of withdrawal of access to the Route Data.

A nominated software agent or partner may 'repackage' available outputs and sell to other parties however, this defines them as a platform and therefore liable to the 'marketplace' fee (see section 2.4 above).

9.2 Non-underwriters

All other Subscribers may only access Route Data through third-party software systems that are licensed by Route to create an application.

10 Usage Restrictions

The Subscriber shall ensure that any of its own clients to which it provides Route Data or uses such Route Data in the provision of its services to such clients, are aware of and comply with the usage restrictions in this Rate Card with respect to such Route Data. Route shall be entitled to terminate the Subscriber's licence to the Route Data upon written notice with immediate effect if a Subscriber fails to comply with the obligations set out in this section 10.

If the Subscriber creates, issues, publishes or uses its own out-of-home audience measurement data for any purpose (whether or not it has used Route Data to verify, enhance or substantiate such data) the Subscriber shall not, and/or shall procure that its own clients do not, refer to or otherwise use the Route name or logo or any derivatives of the Route name or logo in any manner which might suggest or lead a person to believe that Route has provided or verified such Subscriber measurement data, without first obtaining the prior written consent of Route.

11 Definition

11.1 OOH media billing

Out-of-home media billing means, in relation to a licence under section 2.0 of the rate card, all amounts invoiced by such a Subscriber in consideration of securing advertising space with an out-of-home media owner/vendor or contractor in Great Britain.