



ADVERTISING RULES

SCOPE

GENERAL ADVERTISING PRINCIPLES

ADVERTISING FOR ALL DISCIPLINES

FREESTYLE SKIING EVENTS

SNOWBOARD EVENTS

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SCOPE

The principles established in the following articles are applicable to all televised ski events staged by or under the auspices of FIS ("the events"), according to its international calendars.

By these principles FIS aims to make sure that the presentation of international ski events follows the same modern standards world-wide.

In all competitions included in the International Ski Calendar (the FIS World Cup in particular) the FIS Advertising Rules concerning advertising possibilities in the competition area and the TV area are binding.

These FIS Advertising Rules approved by the FIS Council are an integral part of the implementation regulations of the FIS Organiser contracts.

1. GENERAL ADVERTISING PRINCIPLES

- 1.1** The owner of all marketing rights at the FIS registered competitions (excluding World Championships) is the National Ski Association, except for the Title / Presenting Rights of the FIS Cup Series.

Advertising in the same product category as overall Series Cup title or presenting sponsor is not permitted.

- 1.2** The nature and extent of advertising must not affect the quality of the television coverage of the events and must not obstruct a clear view of the event and the competitors.

- 1.3** Advertising at the competitions must not infringe the national rules of the country where the event takes place.

1.4 Special (rotating/LED/illuminated) Advertising

Advertising boards, posters and banners must not be interfering with the presentation of the sporting action.

Special function installations (e.g. bridge, arch, displays) must be approved by FIS as well as arranged in such a way to conform to safety and advertising requirements.

Should rotating/LED/illuminated advertising be used, advertising may change only once during a camera sequence within the action. Animations can be used for only one sponsor per change, while each advertising message may contain one animation (movement of text or graphics) at most. Special effects (such as glow effect and flashes) and film like sequences are prohibited.

1.5 Advertising may consist of the following items:

- a company name
- a trademark
- a single noun describing a product or service
- a visual image depicting a product or service
- a slogan (e.g. Adidas – All in)

Website domain addresses (URL) as well as telephone numbers and e-mail addresses on advertising inventory or as supplements are allowed, provided approval is granted by FIS and the respective National Ski Association.

1.6 Illumination of advertising

The illumination of advertising is allowed provided that the conditions mentioned above, are respected, the lightning does not shine directly into the camera and does not affect the view of the athletes.

- 1.7** No advertising may be made in sound during the transmissions. Exceptions can be made but need approval of FIS and the respective National Ski Association and host-broadcaster.

- 1.8** Advertisements for alcohol and tobacco products may not occupy more than 25% of the total authorized advertising space.

- 1.9** No single product brand can be assigned more than 75% of the total authorised advertising space.

- 1.10** Virtual advertising is in principle not allowed at any FIS World Cup events. Exceptions can be made but need the approval of FIS and the respective National Ski Association.
- 1.11** Split Screens during broadcasting of the events are not allowed when they show live action and advertising at the same time.
- 1.12** Any political and/or religious advertising or any defamatory, racist or sexist messages and any advertising, which includes specific references to participants of the events (e.g. athletes and officials), are not permitted.
- 1.13** Any new or thus far not mentioned advertising opportunities need to be approved by FIS in advance of implementation. Requests for the implementation of new advertising opportunities need to be submitted to FIS for discussion in the Committee for Advertising Matters at the latest by September 1st. A test of a new advertising opportunity in the upcoming season can only be allowed once agreed by the Advertising Committee and approved by the Council.
- 1.14** The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the existing the General Advertising Principles and the scope of the relevant discipline.
- 1.15 Fan Clubs**
- a) Commercial advertising on banners and promotion material used by fan clubs is not allowed
 - b) For fan club banners and promotional material within the finish area a minimum distance of 6 m behind the safety fences has to be respected
 - c) The size of any banner and promotional material may not exceed 1,5m x 3m
 - d) The Slogan on Fan Club Banners must show respect and have no offensive or racist content
- 1.16 Mascots**
Mascots can only be presented outside the competition finish area (outside the range between the finish line and the exit gate).
- 1.17** Information about FIS Cup Series Partners is in Annex 1.

2. ADVERTISING RULES FOR ALL FIS DISCIPLINES

2.1 Advertising on clothing and equipment

Any identification of a manufacturer or of a sponsor on clothing and equipment must be in conformity with the FIS rules "Specification for competition equipment" and "Specifications for commercial markings". These rules apply to competitors, officials, personnel providing services as well as to any other person within the competition area.

2.2 Advertising on starting bibs

The design of all starting bibs for World Cup races needs to be approved by FIS before production. Such approval is not to be unreasonably withheld.

2.2.1 Basic design elements

Symbols (names, logos and graphics) of only one and the same sponsor are permitted on the front as well as the back of all starting bibs of the race. Bib design must not imitate products.

A layout using the whole bib surface can be created to reflect the identity of the bib sponsor (e.g. through design, colour) however this design must not affect the visibility of the start number. The logo, product identification, and brand identification may not exceed 20cm.

Names which appear on equipment or components (skis, bindings, poles, boots, crash-helmets, wax companies etc.) are not to be used on starting bibs and competition suits. In the case a hardware producer also produces software materials this can be allowed if a different brand is used.

2.2.2 Neckline

In case that the neckline (upper border of bib) is used as a line of the brand identification, the repetition of the sponsor frequency is limited to three times.

2.2.3 Lower stripe

On the lower end of the starting bib a stripe of maximum 8 cm in height may show in letters not exceeding 7 cm in height, the names and logos of a sponsor.

2.2.4 Start Number

The start number must be printed in a bold colour and has to be positioned on the bib so that it is clearly visible.

The height of the number must be at least 10 cm. In team competitions, e.g. Cross-Country, Nordic Combined, Nations Team Event, the number must be a minimum of 8 cm. The FIS logo or any other non-commercial official logo authorized by the FIS may be printed behind the number in appropriate coloured form.

On starting bibs for all disciplines (exception team competitions) the starting number can be printed additionally on the sides (lateral left and right) on a surface of 7cm x 7cm at a maximum size of 6 cm.

On the left and right of the starting number, one advertising space of a maximum 50 cm², with letters of a maximum height of 5 cm can be used for "tourist identifications". This advertising space belongs to the NSA.

If for advertising reasons a company brand and product line brand are combined, 60 % of the advertising space must be used for the company brand and 40 % for the product

line brand. In such cases, the layout of the company brand and the overall appearance must be the same on all starting bibs (e.g. AUDI as company brand and “Quattro” for the product line).

2.2.5 Name of the location (location / resort / locality / region)

The name of the location where the competition takes place may also be placed on the front and back, in writing or graphic form, and the height of the letters may not exceed 10 cm. The designation of the location may also be in two lines (10 cm in total height).

2.2.6 FIS and official Title Sponsor logos

At official FIS Cup Series the respective FIS composite logo including the official FIS Series title and a FIS sponsor must appear on the right side of the shoulder piece, while the FIS logo or the FIS World Snowday logo appear on the left side, all with a maximum height of 6 cm.

2.2.7 Leader bib

Every start number used in a FIS Series Cup may have a leader bib. On the leader bib, which is designed in a uniform colour (e.g. yellow or red or other colours permitted by the FIS) the official FIS Cup Series title and the logo and/or brand identification of the official FIS sponsor replaces the number. The logo and/or brand identification of the commercial bib sponsor placed in the upper third part of the bib may not exceed 20 cm in height.

2.3 Timekeeping and data processing

Timekeeping firms shall be permitted to use only the advertising spaces next to their equipment (e.g. photo-electric cells at the finish, etc.) as defined in the appendices hereto.

All identifications of timekeeping and data processing firms may be subject to the following:

2.3.1 Timekeeping cabin / Data processing cabin

Identifications and logos are permitted, i.e. one 4m x 1m banner.

2.3.2 Scoreboards

The letters of the identification of the timekeeping firm must not be luminous, nor larger than any of the characters used for the time indication, or 30 cm, whichever is the smaller. When placing a scoreboard one banner of 4m x 1m is possible.

2.3.3 Positions for the intermediate time / finish time

One identification logo is permitted next to each timekeeping equipment on the course, with a maximum size of 50cm x 100 cm for Alpine and 30cm x 60cm for Cross-Country.

2.3.4 TV Insert

Identification of any FIS data and timing processing firms on the FIS Website and on the television screen (signal injection) must be in conformity with the requirement of each disciplines as specified in the attached appendices.

2.4 TV interview area

2.4.1 Back wall for unilateral interviews / leader board at FIS Series

At the place designated for TV interviews, a back wall will be constructed on which the following advertising space ratio/ identifications will be placed:

- a) The name of the location 20%
- b) The FIS logo and the name of the official FIS Cup Series title / presenter 40%
- c) The logos of up to a maximum of six sponsors of the competition 40%

2.4.2 Small back installation for live interviews at FIS Series

On the "small back installation" of the TV companies only the TV companies' logo may be placed. In addition to this, the individual TV Company can use the FIS Cup Series logo and the logo of the respective National Ski Association.

A maximum of 6 additional sponsor advertisements of 8cm x 8cm are possible.

2.5 Winner presentation / Prize ceremony / Ceremony backdrop at FIS Series

On the wall behind the winners, the name of the FIS official Title sponsor or the FIS Presenting sponsor must appear. Also advertising for the location is allowed. The maximum height of the letters is 30 cm.

2.6 Ski partner and sponsor boards

Outside of the main competition area, a sponsor and partner board may be placed as part of the stadium design, on which all partners of the event may be presented along with the official title of the event.

2.7 Video Screen / Wall

When placing a video wall in the competition area a frame around the video wall with a width of maximum 1,5 m is permitted. The height of logos or letters used on such a frame may not exceed 1 m. Each FIS Cup Series sponsor shall have the possibility to show a 30 second advertising spot on the video screen.

2.8 Host Broadcaster

The logo of the host broadcaster (TV company) may be placed on TV installations such as e.g. camera towers or commentator cabins provided. This is approved by the FIS and the respective National Ski Association. The size of the logos must correspond to the existing FIS Advertising Rules and must not affect the permitted advertising of the NSA / Event sponsors nor a FIS Cup Series title- and presenting sponsor.

The maximum measurements of the advertising for the host broadcaster or TV company on commentator cabins is 50cm x 50cm i.e. 2500 cm².

2.9 Identification on snow

Identification on snow is possible for tourist identification at all events up to a maximum of two. The identification should have a maximum height of 150cm, and a maximum length of 800cm. For safety reasons an early coordination with the FIS Race Directors has to be made about the placement and technical execution.

2.10 New Identifications

Any other identifications or branding for example banners, the use of inflatables and gate flags needs to be in conformity with the discipline specific advertising rules.

3. ADVERTISING RULES FREESTYLE SKIING EVENTS

3.1 Ski Cross

3.1.1 Start Installation/ Start Gate

On the starting installation the following advertising is permitted:

- the frame and backdrop are exclusively for the title/ presenting sponsor
- the start gate and posts are to be used by the Organizer with a max of four sponsors (max. one per gate / post).

3.1.2 Along the Course

There may be up to 20 advertising banners along the course, in the field of vision of any single camera, subject to the following conditions:

- a) Their measurements must not exceed eight (8) meters in width and one (1) meter in height;
- b) For security reasons, the FIS Race Directors have defined the following:
 - Mounting of advertising banners above slip-sheets is possible, provided that they are made of a very light, breakable, porous material, not endless and with eyes which must be used for fastening on the top-safety net by means of elastic rubber bands and safety expanders.
- c) Advertising (name/logo) over more than one banner is not allowed.

The Organizer has the advertising rights to all gate flags along the course with an option for the FIS to acquire rights.

Beach flags are divided amongst both title/presenting sponsor (40%) and the responsible Organizer (60%) for up to a maximum of 10 flags total.

The Organizer has advertising opportunities on all banners along the course with the exception of the last jump/feature.

The title sponsor has exclusive branding rights on and around the last jump or position.

3.1.3 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular must not obstruct a clear view of the competitors. The size of the boards/banners may not exceed 5 m in length and 1 m in height.

The advertising possibilities on all finish installations and the exit gates belong exclusively to the title/presenting sponsor.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100 x 100 cm may be placed depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above the banners on a maximum height of 25 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with logo of the sponsor. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association.

Advertising possibilities on all banners in the finish area belong solely to the National Ski Association.

3.1.4 Function buildings

On functional buildings the title/presenting sponsor has the rights to 50% of all affixed banners. The Organizer has the remaining 50%.

3.1.5 Interview Backwall/ Backdrops/ Sponsor Walls

The title/ presenting sponsor has the official rights to 40% of advertising space on interview boards, backdrops and sponsor walls. The Organizer is entitled to 40% wall coverage and the Resort is entitled to 20%.

All advertising opportunities for the Video wall are available for the Organizer with the option for the FIS to acquire these rights through permission.

3.1.5 Other elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 2 per competition for the FIS and 3 for the Organizer (a maximum of 5 inflatables in total).

Advertising above the course

It is possible to place an event sponsor advertising an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfill all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.

b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.

c) The size of banners and promotion material may not exceed 1,5m x 3m.

3.2 Ski Slopestyle and 3.3 Ski Halfpipe

Advertising Rules for both Slopestyle and Halfpipe are currently under development to be released for the 2016/2017 season. Both events will have Advertising Rules congruent to those in the aforementioned Ski Cross section.

3.4 Moguls / Dual Moguls

Mogul events must be deemed to take place in a stadium and advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors. The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

3.4.1 Starting installation Moguls

On the starting installation the following advertising is permitted:

- the name or other identification of the locality or skiing area;
- the identification of timekeeping and data processing firms must comply with the relevant appendix;
- and, the title for the respective season as well as the FIS logo may be affixed to the top and lateral front side of the starting installation as well as on all sides of the gate frame / exit of the athletes.

Dual Moguls Start Gate

The front surfaces of the Dual Moguls Start Gate may be used as advertising surface. The size of space is 200cm x 40 cm.

In any case it is not allowed to set up any further structure next to the starting structure.

3.4.2 Around the competition area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) Their measurements must not exceed eight meters in width and one meter in height;
- b) They must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not thereby affected;

3.4.3 Finishing posts, course markers

Since for moguls it may be impossible to affix a horizontal banner for this discipline, it is agreed that the official sponsor of the World Cup according to the FIS calendar may be identified by a board on each of the vertical posts, the maximum permitted width of such board being 100cm and the height 250cm.

It shall also be permitted to place signs on the finishing posts or course-markers which carry only the name or other identification (excepting slogans) of the locality or skiing area.

3.4.4 Control Gates

On the control gate flags two identifications (name or logo) shall be permitted. It shall also be permitted to identify the name of the locality or skiing area instead of a sponsor. The size of the control gates is 80cm width x 120cm high.

3.4.5 Course Banners

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the line of the land and, in the area preceding the finishing line, may be installed in two segments on each side of the course. It must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

3.4.6 Air Bumps

Advertising can be affixed to the front of the air bump. Two sets of air bumps are located on course. The number of air bumps can be between 3 and 6.

The size of advertising space shall be limited to 100cm x 50cm per air bump.

3.4.7 Exit gate

The exit gates may carry only advertising which size, form and presentation conform to that of the title/presenting sponsor agreement. As a general principle the advertising spaces are divided between the title/presenting sponsor and ski/tourism region.

3.4.8 Finish Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors.

The height of the boards may not exceed 1 m, the length 5 m and the height of the advertising must not exceed 0.8 m for one up to two advertising scripts below, 0.2 m for three up to five advertising scripts above.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

Alternatively an advertising panel (long, narrow) may be placed above the banners at a maximum height of 25 cm either behind the safety fences or padding.

On such panels maximum three different sponsors can be placed each on a length of at least 12 m. Both advertising possibilities, i.e. billboards or panels in the finishing area belong to the National Ski Federations.

3.4.9 Other elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following conditions are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the organizer. A placement around the start house and at the finish line is not allowed.

Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum 6 per competition at Freestyle events.

Advertising above the course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.

b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.

c) The size of banners and promotion material may not exceed 1,5x 3m.

3.5 Aerials

Aerial events must be deemed to take place in a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors. The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

3.5.1 Starting installation

In view of the specific nature of this discipline, it is agreed that a single line of boards/banners may be placed behind the starting points. The height may not exceed 400 cm.

3.5.2 In-run / Landing

The in-run must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors.

3.5.3 Front of the jumps

The name of the title/presenting sponsor, venue and of one sponsor may appear on the nose of the take-off(s) in letters not exceeding 50 cm in height. No other advertising on the take-off must be permitted.

3.5.4 Out-run / Finish Area

The out-run must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors. The size of the boards/banners may not exceed 5 m in length and 1 m in height.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above the banners on a maximum height of 25 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with logo of the sponsor. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association.

3.5.5 Other elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following conditions are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start area and at the finish line is not allowed.

Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum 6 per competition at Freestyle events.

Advertising above the course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction has to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfill all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

Appendix Freestyle Skiing:

ON-SCREEN IDENTIFICATIONS

This document provides details about the EBU regulations for injection of the appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company`s name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
2. No other on-screen identification other than for the appointed Timing & Data provider(s), may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
3. Injection/display requirements:
 - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.
 - b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
 - c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing:	maximum of 4 seconds per identification
Amount:	see below "FIS TV Inserts Freestyle Skiing"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV Inserts Freestyle Skiing"
4. Size and position of identifications
 - a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.

- b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
- c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the center of the screen and below the data display or alternatively in a central position to the right hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trade mark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

FIS TV INSERT FREESTYLE SKIING
FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
➤ Moguls 4" (20x) 80" per race	➤ Moguls 6" (15x) ➤ 90" per race
➤ New style ----	➤ New style 6" (15x) 90" per race
➤ Aerials ----	➤ Aerials 6" (15x) 90" per race

4. ADVERTISING RULES FOR SNOWBOARD EVENTS

4.1 Snowboard Cross

Snowboard Cross events must be deemed to take place in a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors.

The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

4.1.1 Starting Installation and Hut

On the starting hut/installation the following advertising is permitted:

- The name or other identification of the locality or skiing area;
- The identification of timekeeping and data processing firms must comply with the relevant appendix.
- The title the respective season as well as the FIS logo may be affixed to the top and lateral front side of the starting cabin as well as on all sides of the gate frame / exit of the athletes.
- Two additional sponsor signs 100cm x 100cm or 10'000 cm² may be affixed to the wall on the inside and outside of the starting cabin.

Advertising in the same product category as the overall World Cup title or presenting sponsor is not permitted

Moreover, inside the starting hut/installation the logo of the official sponsor may appear in the same way as on the outside.

4.1.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight meters in width and one meter in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course thereby is not affected;

4.1.3 Finishing Posts, Course Markers

It shall be permitted to affix a banner between the posts at the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the locality/resort/ skiing area and the official title of the event. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing posts or course-markers which carry only the name or other identification (excepting slogans) of the locality or skiing area.

On the gate flags and course-markers, it shall be permitted to identify (name or logo) the locality and/or a sponsor. However, this identification must be printed on both sides.

The exit gates may carry only advertising whose size, form and presentation conform to the Advertising Rules (advertising for the locality or skiing area and the official title of the competition).

The height of the boards/banners may not exceed 1 meter and length not 5 m. The finishing area must be deemed to include the entire enclosure behind the finishing line fenced off by barriers for protection of the public, and the final stretch of the course surrounded by safety barriers commencing before the actual finishing line and extending on each side for a maximum distance of 50 meters before the finish line.

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the lie of the land and, in the area preceding the finishing line, may be installed in two segments on each side of the course. It must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

Alternatively an advertising panel (long, narrow) may be placed above the banners at a maximum height of 25 cm either behind the safety fences or padding.

On such panels maximum three different sponsors can be placed each on a length of at least 12 m. Both advertising possibilities, i.e. billboards or panels in the finishing area belong to the National Ski Federations, and can be used by the National Ski Federation as well as in cooperation with FIS for international sponsors.

4.1.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 8 per competition in Alpine (including Snowboard alpine) events and a maximum of 4 per competition at Snowboard Halfpipe events.

Advertising Above the Course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfill all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Macots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

Winner's Podium

On the winner's podium the race sponsor of the NSA must also be considered.

Starting Shirts/ Leader Shirts

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p.5-6) in this document for advertising possibilities on starting bibs.

Additionally there is an advertising space on the sleeves for snowboard starting shirts which may not exceed 60cm² per sleeve.

4.2 Slopestyle

Slopestyle events must be deemed to take place in a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors.

The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

4.1.1 Starting Installation and Hut

On the starting hut/installation the following advertising is permitted:

- The name or other identification of the locality or skiing area;
- The identification of timekeeping and data processing firms must comply with the relevant appendix.
- The official title as approved by the FIS for the respective season as well as the FIS logo may be affixed to the top and lateral front side of the starting cabin as well as on all sides of the gate frame / exit of the athletes.

Moreover, inside the starting hut/installation the logo of the official sponsor may appear in the same way as on the outside.

4.1.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight meters in width and one meter in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course thereby is not affected;

4.1.3 Finishing Posts, Course Markers

It shall be permitted to affix a banner between the posts at the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the locality or skiing area and the official title of the event according to the official FIS calendar. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing posts or course-markers which carry only the name or other identification (excepting slogans) of the locality or skiing area.

On the course-markers it shall be permitted to identify (name or logo) the locality and/or a sponsor. However, this identification must be printed on both sides.

The exit gates may carry only advertising whose size, form and presentation conform to the Advertising Rules (advertising for the locality or skiing area and the official title of the competition according to the FIS calendar).

The height of the boards/banners may not exceed 1 meter and length not 5 m. The finishing area must be deemed to include the entire enclosure behind the finishing line fenced off by barriers for protection of the public, and the final stretch of the course surrounded by safety barriers commencing before the actual finishing line and extending on each side for a maximum distance of 50 meters before the finishing line.

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the lie of the land and, in the area preceding the finishing line, may be installed in two segments on each side of the course. It must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

Alternatively an advertising panel (long, narrow) may be placed above the banners at a maximum height of 25 cm either behind the safety fences or padding.

On such panels maximum three different sponsors can be placed each on a length of at least 12 m. Both advertising possibilities, i.e. billboards or panels in the finishing area belong to the National Ski Federations, and can be used by the National Ski Federation as well as in cooperation with FIS for international sponsors.

4.1.4 Other elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 8 per competition in Alpine (including Snowboard alpine) events and a maximum of 4 per competition at Snowboard Halfpipe events.

Advertising Above the Course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfill all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x3m.

Winner's Podium

On the winner's podium the race sponsor of the NSA must also be considered.

Starting Shirts/ Leader Shirts

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p.5-6) in this document for advertising possibilities on starting bibs.

Additionally there is an advertising space on the sleeves for snowboard starting shirts which may not exceed 60cm² per sleeve.

4.3 Halfpipe

Halfpipe events must be deemed to take place in a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors.

The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

4.3.1 Starting Installation and Hut

On the starting hut/installation the following advertising is permitted:

- The name or other identification of the locality or skiing area;
- The identification of timekeeping and data processing firms must comply with the relevant appendix.
- The title for the respective season as well as the FIS logo may be affixed to the top and lateral front side of the starting cabin as well as on all sides of the gate frame / exit of the athletes. Two additional sponsor signs 100 x 100 cm or 10'000 cm² may be affixed to the wall on the inside and outside of the starting cabin.

Moreover, inside the starting hut/installation the logo of the official sponsor may appear in the same way as on the outside.

Advertising in the same product category as the overall World Cup title or presenting sponsor is not permitted.

4.3.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight meters in width and one meter in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course thereby is not affected;

4.3.3 Finishing Posts, Course Markers

It shall be permitted to affix a banner between the posts at the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the locality or skiing area and the official title of the event according to the official FIS calendar. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing posts or course-markers which carry only the name or other identification (excepting slogans) of the locality or skiing area.

On the gate flags and course-markers, it shall be permitted to identify (name or logo) the locality and/or a sponsor. However, this identification must be printed on both sides.

The exit gates may carry only advertising whose size, form and presentation conform to the Advertising Rules (advertising for the locality or skiing area and the official title of the competition).

The height of the boards/banners may not exceed 1 meter and length not 5 m. The finishing area must be deemed to include the entire enclosure behind the finishing line fenced off by barriers for protection of the public, and the final stretch of the course surrounded by safety barriers commencing before the actual finishing line and extending on each side for a maximum distance of 50 meters before the finishing line.

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the lie of the land and, in the area preceding the finishing line, may be installed in two segments on each side of the course. It must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

Alternatively an advertising panel (long, narrow) may be placed above the banners at a maximum height of 25 cm either behind the safety fences or padding.

On such panels maximum three different sponsors can be placed each on a length of at least 12 m. Both advertising possibilities, i.e. billboards or panels in the finishing area belong to the National Ski Federations.

4.3.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 8 per competition in Alpine (including Snowboard alpine) events and a maximum of 4 per competition at Snowboard Halfpipe events.

Advertising Above the Course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfill all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belong to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

Winner's Podium

On the winner's podium the race sponsor of the NSA must also be considered.

Starting Shirts/ Leader Shirts

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p.5-6) in this document for advertising possibilities on starting bibs.

Additionally there is an advertising space on the sleeves for snowboard starting shirts which may not exceed 60cm² per sleeve.

4.4 Big Air

Big Air events must be deemed to take place in a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors. The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

4.4.1 Starting Installation and Hut

On the starting hut/installation the following advertising is permitted:

- The name or other identification of the locality or skiing area;
- The identification of timekeeping and data processing firms must comply with the relevant appendix.
- The title for the respective season as well as the FIS logo may be affixed to the top and lateral front side of the starting cabin as well as on all sides of the gate frame / exit of the athletes. Two additional sponsor signs 100 x 100 cm or 10'000 cm² may be affixed to the wall on the inside and outside of the starting cabin.

Advertising in the same product category as the overall World Cup title or presenting sponsor is not permitted.

Moreover, inside the starting hut/installation the logo of the official sponsor may appear in the same way as on the outside.

4.4.2 Banners in the Different Areas

The following number of banners may be placed:

Start Area:	12 banners
Jump Area:	4 banners
Landing Area:	15 banners
Finish Area:	12 banners

4.4.3 Finishing Area

The finish area must be similar to a stadium and, advertising shall be permitted therein. It may only be affixed to the safety barriers and in particular, must not obstruct a clear view of the competitors.

The height of the boards/banners may not exceed 1 meter, the length 5 m and the height of the advertising must not exceed 0.80 m for one up to two advertising scripts below, 0.20 m for three up to five advertising scripts above.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above the banners on a maximum height of 25 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear on a length of at least 12 m either on a repeated sequence or with the logo of the sponsor. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association.

4.4.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 8 per competition in Alpine (including Snowboard alpine) events and a maximum of 4 per competition at Snowboard Halfpipe events.

Advertising Above the Course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belongs to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

4.5 Parallel Slalom and Parallel Giant Slalom

Parallel Slalom, Parallel Giant Slalom events must be deemed to take place in a stadium and, as in the case of other sports, advertising shall be permitted therein, affixed to the safety barriers only, but must in particular not obstruct a clear view of the competitors.

The exact placing of all advertisements must be agreed with the host broadcaster, in accordance with the following:

4.5.1 Starting Installation and Hut

On the starting hut/installation the following advertising is permitted:

- The name or other identification of the locality or skiing area;
- The identification of timekeeping and data processing firms must comply with the relevant appendix.
- The official title as approved by the FIS for the respective season as well as the FIS logo may be affixed to the top and lateral front side of the starting cabin as well as on all sides of the gate frame / exit of the athletes. Two additional sponsor signs 100 x 100 cm or 10'000 cm² may be affixed to the wall on the inside and outside of the starting cabin.

Advertising in the same product category as the overall World Cup title or presenting sponsor is not permitted.

Moreover, inside the starting hut/installation the logo of the official sponsor may appear in the same way as on the outside.

4.5.2 Around the Competition Area

All advertising boards/banners fixed around the competition area will be installed, subject to the following conditions:

- a) their measurements must not exceed eight meters in width and one meter in height;
- b) they must not be superposed and must be affixed to the safety barriers or in other positions provided that the safety of the course thereby is not affected;

4.5.3 Finishing Posts, Course Markers

It shall be permitted to affix a banner between the posts at the finishing line where such banner carries the official name of the club or the name or other identification (excepting slogans) of the locality or skiing area and the official title of the event according to the official FIS calendar. There must be no change in the name of any event in the course of a season.

It shall be permitted to place signs on the finishing posts or course-markers which carry only the name or other identification (excepting slogans) of the locality or skiing area.

On the gate flags and course-markers, it shall be permitted to identify (name or logo) the locality and/or a sponsor. However, this identification must be printed on both sides.

The exit gates may carry only advertising whose size, form and presentation conform to the Advertising Rules (advertising for the locality or skiing area and the official title of the competition).

The height of the boards/banners may not exceed 1 meter and length not 5 m. The finishing area must be deemed to include the entire enclosure behind the finishing line fenced off by barriers for protection of the public, and the final stretch of the course surrounded by safety barriers commencing before the actual finishing line and extending on each side for a maximum distance of 50 meters before the finishing line.

The signs, boards and banners within range of the television cameras must be affixed in a single line. This line of advertising must be arranged according to the lie of the land and, in the area preceding the finishing line, may be installed in two segments on each side of the course. It must be parallel to the course or, if other than parallel, must in no event create the impression on the television screen of several superposed surfaces. If the line is divided, the number of advertising boards within range of one camera must not exceed a maximum of four for each of the two segments of advertising placed before the finishing line.

Platinum Circle

In addition to the banners billboards with ads / sponsor marking in the size of about 100cm x 100cm may be placed depending on the technical layout.

Alternatively an advertising panel (long, narrow) may be placed above the banners at a maximum height of 25 cm either behind the safety fences or padding.

On such panels maximum three different sponsors can be placed each on a length of at least 12 m. Both advertising possibilities, i.e. billboards or panels in the finishing area belong to the National Ski Federations, and can be used by the National Ski Federation as well as in cooperation with FIS for international sponsors.

4.5.4 Other Elements

Inflatables

Inflatable advertising (such as balloons) can only be considered if the following aspects are observed:

Total size

Max. height is 4 m and max. width is 5m

Position

Such advertising means may only be placed within a safety distance from the competition site but never less than 8 m from the enlarged race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organizer. A placement around the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the TV range.

Number

The above mentioned positions are permitted for sponsors, and can be placed in the range of TV cameras operating to give an overall view of the competition.

Inflatables within the range of the TV cameras are restricted to a maximum of 8 per competition in Alpine (including Snowboard alpine) events and a maximum of 4 per competition at Snowboard Halfpipe events.

Advertising Above the Course

It is possible to place an event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 meters and a minimum of 15 m wide.

The position and construction have to be clarified in good time with the FIS (the FIS Race and Marketing Directors) and the host broadcaster, to fulfil all safety-, construction- and advertising aspects (e.g. anchors, etc.).

The rights of this advertising possibility belongs to the NSA.

Mascots can only be presented outside of the competition finish area (outside of the range between the finish line and the exit gate).

Fan Clubs

- a) Banners and promotion material used by fan clubs must not affect the commercial advertising of any official sponsors and partners. For fan club banners and promotion material within the finish area a distance of min. 6 m behind the safety fence has to be respected.
- b) Commercial advertising on banners and promotion material used by fan clubs is not allowed.
- c) The size of banners and promotion material may not exceed 1,5m x 3m.

Winner's Podium

On the winner's podium the race sponsor of the NSA must also be considered.

Starting Shirts/ Leader Shirts

Please see article 2.1-2.2.7 *Advertising Rules for all Disciplines* (p.5-6) in this document for advertising possibilities on starting bibs.

Additionally there is an advertising space on the sleeves for snowboard starting shirts which may not exceed 60cm² per sleeve.

Special starting shirts and leader shirts with advertising are allowed at snowboard events.

Appendix Snowboard:

ON-SCREEN IDENTIFICATIONS

This document provides details about the EBU regulations for injection of the appointed timing & data provider(s) into the broadcast signal. The Organiser undertakes not to permit any other injection into the broadcast signal of the Event.

1. On-screen identification means only visual display of the company's name/logo. There may be no dedicated visual or audio effects and/or references to an online domain or address included in this identification. On-screen identifications will be authorized only for companies whose principal activities include the provision of the equipment used (hardware) and/or the service (software) ("the Company (ies)"). The identification shall be in the form as described in this document.
2. No other on-screen identification other than for the appointed Timing & Data provider(s), may be transmitted at the same time as the appearance on-screen of timing and/or data processing information.
3. Injection/display requirements:
 - a) The identification of the timing service provider shall appear on-screen only at the same moment as information regarding a competitor's time at the finish and/or any other usually accepted moment (e.g. intermediate time) appears.

- b) The identification of the data service provider shall appear on-screen only with the display of the data provided by such provider.
- c) The identification of the timing or data service provider on the television screen (signal injection) shall be as follows:

Timing: maximum of 4 seconds per identification
Amount: see below "FIS TV Insert Snowboard"

Data: maximum of 6 seconds per identification
Amount: see below "FIS TV Insert Snowboard"

4. Size and position of identifications

- a) The height of the letters of the identification of the timing & data service provider(s) must not exceed the maximum height of the simultaneous broadcast display of data.
- b) Identification of the logo on-screen shall be via a static graphic. Notwithstanding this, it shall be permitted for such logo to appear and disappear on screen by zooming "in" and "out". No other movement of the logo, in particular any movement across the screen, shall be permitted.
- c) The maximum height of television lines for the identification of any timing & data service provider shall be fixed at 23 pixels for productions in SD (1024 x 576 pixels) and at 44 pixels for productions in HD (1920 x 1080 pixels). The identification shall appear either at the bottom in the centre of the screen and below the data display or alternatively in a central position to the right hand side of the data display.

5. Wording of identifications

The timing & data service provider(s) shall be identified either by its usual trading name which may be in the font of a trade mark protected word and, if requested by the provider(s), the use of either of the following additional words:

- a) for timing provider(s): "timing"
- b) for data processing provider(s): "computer" or "data"

FIS TV INSERT SNOWBOARD

FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
<ul style="list-style-type: none">➤ Alpine disciplines 4" (20x) 80" per race/run 2" (20x) 40" per race/run	<ul style="list-style-type: none">➤ Alpine disciplines 6" (15x) 90" per race/run
<ul style="list-style-type: none">➤ Snowboard Cross 4" (20x) 80" per race 2" (20x) 40" per race	<ul style="list-style-type: none">➤ Snowboard cross 6" (15x) 90" per race
<ul style="list-style-type: none">➤ Halfpipe ----	<ul style="list-style-type: none">➤ Halfpipe 6" (15x) 90" per race