



ADVERTISING RULES

SCOPE

GENERAL ADVERTISING PRINCIPLES

ADVERTISING FOR ALL DISCIPLINES

ALPINE EVENTS

CROSS-COUNTRY EVENTS

SKI JUMPING/ SKI FLYING EVENTS

NORDIC COMBINED 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, Alpine 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 discipline 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 ALPINE EVENTS

3.1 Downhill, Super-G, Giant Slalom, Slalom, Alpine Combined, Parallel, Alpine Team Event

3.1.1 Starting (installation) house

- the name or other identification of the location, 2 x 80x15cm
- 1 additional location logo

Additional advertising above or below the location name on the starting house is not allowed.

The identification of timekeeping and data processing (2 x 80x30cm) and, the official title as well as the FIS logo must be affixed to the top and lateral front sides of the starting house as well as on all sides of the door frame.

In addition inside the starting house the logo of the official NSA / Event sponsor may appear.

On the left and right of the starting house either two identical signs with a size of 50cm x 100cm or respectively 5'000 cm² (for two companies) or one identical sign with a size of 100cm x 100cm or respectively 10'000cm² (for one and the same company) may be affixed to the wall on the outside of the starting house.

Depending on the size of the start house/tent 3 signs of 30cm x 50cm or 60cm x 80cm may be placed for NSA / Event sponsors and tourist advertising plus 1 sign of 30cm x 50cm or 60cm x 80cm for the data-/timing partner.

On each side of the start house a total of 30 m of banners can be placed. The height of the banners cannot exceed 1.5 m. including the platinum circle. The first banner must be positioned 50 cm from the starting house.

3.1.2 Along the course

The use of advertising banners along the course, in the field of vision of any single camera, is subject to the following conditions:

- a) Banners shall be fixed on PVC frames with breakable point. Their measurements must not exceed:
 - Downhill / Super G / Giant Slalom / Parallel: eight (8) metres in length and one and a half (1,5) metres in height
 - Slalom /: six (6) metres in width and one metre in height

If smaller advertising banner are used in GS and SL, they should be placed with a distance of approx. 25 metres SL and approx. 50 metres /GS.

- b) For security reasons, the following applies:
 - 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 eyelets which must be used for fastening on the top-safety net by means of elastic rubber bands and safety expanders. The size and layout of such advertising may not exceed 12 metres in length.
 - On safety fences (B-fences or B-nets) direct fixing of advertising banners is not allowed.

- c) The number of advertising positions allowed along the course per discipline are as follows:
- | | |
|-----------------------|---------------------------------|
| Downhill and Super-G: | up to a maximum of 35 positions |
| Giant Slalom: | up to a maximum of 30 positions |
| Slalom: | up to a maximum of 25 positions |

A position is defined as follows:

- 1 single banner or,
- 1 to max. 3 single banners attached next to each other or,
- 1 to max. 3 single banners attached to each other forming an angle with the possibility to have an inflatable placed in the angle behind the banners or,
- 1 to max. 3 single banners lined up in front of each other with a maximum distance of 4m between them.

The Race Director can decide for safety reasons not to allow a position.

3.1.3 Finishing posts, gates, course-markers

Finish installation

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 of the location and data and timing partner 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.

The installation (posts) will be of the same colour as the finish banner and the name of the location and the FIS logo/the official title of the event according to the official FIS calendar can be affixed.

Gate Panels for Downhill and Super G

On all gate panels and course-markers, it shall be permitted to identify (name or logo) the location and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

	Size of the gate flag	Advertising space
Super G	75 x 50 cm	50%
Downhill	75 x 50 cm	50%

The following has to be considered for both sides of the panel design.

For Downhill / Super G events:

- The sponsor logo may be printed in its original colours
- The location logo may be printed directly on a panel in one colour. The use of patches is allowed but the material used must have the same colour as the gate panel
- The location name/logo may either be printed in one line with a maximum height of 10 cm or in two lines with a maximum total height of 12 cm

Gate Panels for Giant Slalom and Alpine Team Event

On the red and blue gate panels it shall be permitted to identify (name or logo) the location and/or a sponsor. These identifications can be printed directly on both sides of the gate panels or patches can be used.

In all cases the types of panels must be identical and conform to the respective article of ICR.

Discipline	Size of the gate flag	Advertising space
Giant Slalom	75 x 50 cm	50%
Alpine Team Event	75 x 50 cm	50%

The following has to be considered for both sides of the panel design.

For Giant Slalom and Alpine Team Events:

- The sponsor logo may be printed in its original colours
- The location logo may be printed directly on a red or blue panel. The use of patches is allowed but the material used must have the same colour as the gate panel
- The location name/logo can either be printed in one line with a maximum height of 10 cm or in two lines with a maximum total height of 12 cm

3.1.4 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 for spectators and TV cameras.

The finish area is deemed to include the entire enclosure after the finish 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 finish line and extending on each side for a maximum distance of 60 metres.

The height of the boards/banners may not exceed 100 cm with a length of 5 metres and the height of the lettering/logos not exceed 80 cm for up to two advertising scripts below the finish line and 20 cm for up to five advertising scripts above the finish line.

The banners may be 130 cm in height, if there is Platinum Circle above the banners.

Advertising boards / Platinum Circle

In addition to the banners billboards advertising of 100cm x 100cm may be placed between the banners, depending on the technical layout.

As an alternative, an advertising board (long, narrow) may be placed above or below the banners with a maximum height of 30 cm, respecting the safety aspects, i.e. either behind the safety barrier or the padding. Both advertising possibilities i.e. boards or "platinum circle" belong to the National Ski Association.

The line of advertising with signs, boards and banners shall be arranged according to the terrain and observing the provisions of art. 3.1.2. It must in no way impede the race line and should not create the impression of superposed advertising surfaces. In the area preceding the finishing line, the line of advertising shall be parallel to the course.

The Finish Area must conform to the safety requirements and the advertising banners/boards must represent an attractive, design.

Exit gate

On the exit gate the following maybe shown:

- advertising for the location
- the official title of the competition

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.

3.1.5 Other elements

Inflatables

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

Total size

on the course: max. height is 6 metres and max. width is 5 metres
in the finish area: max. height is 6 metres and max. width is 5 metres

Position

This advertising must be placed no closer than 5 metres from the race course and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start house and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium (unless to stabilise) within the range of TV cameras.

Number

The number of inflatables within the range of the TV cameras is limited as follows:

On the course

- for Downhill and Super G max. 6 inflatables
- for Giant Slalom, Slalom and Parallel/NTE max. 4 inflatables

In the finish area (for all events)

- max. 5 commercial inflatables, plus tourist and resp. NSA / FIS inflatables

Advertising arch on the course

It is possible to place an NSA / Event sponsor advertising as an arch in one position. The height of the advertising construction is limited to 6 metres and a minimum of 15 metres wide.

Sponsor advertising with a maximum height of one (1) metre and eight (8) metres wide may be placed at jumps.

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.

Appendix Alpine:

ON-SCREEN IDENTIFICATIONS

This document provides details about the EBU regulations for injection of the appointed timing & data provider(s) into the broadcast signal and which have been accepted by the FIS. 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 Alpine"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV Insert Alpine"
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 letters or numbers used for the 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 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 INSERTS
FIS ALPINE SKI WORLD CUP AND WORLD CHAMPIONSHIPS**

Timing	Data
➤ Time at end of run 4" (20x) 80" per race/run	➤ Display of information 6" (15x) Total 90" per race/run
➤ Intermediate times 2" (20x) 40" per race/run	
➤ Total 120" per race/run	

4. ADVERTISING RULES CROSS-COUNTRY EVENTS

4.1 Cross-Country

4.1.1 Start and finish area

The start and finish area must be either an actual stadium or an area similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only. The maximum total amount of advertising permitted must not exceed 700 metres. The signs, boards and banners within range of the television cameras must be affixed in a single continuous line and, if so agreed with the host broadcaster, it shall be permitted to place a row of 50 metres along the start and finish tracks, provided it is not between the camera and the action, and does not appear on two levels.

The height of each board may not exceed 1 metre, the length 5 metre and the height of the advertising must not exceed 80cm.

Advertising boards / Platinum Circle

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

An advertising board (long, narrow) with a maximum height of 30 cm may be placed above the banners 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. billboards or "platinum circle" belong to the National Ski Association.

Start and Finish Installations

The following advertising is permitted on the start and finish installations:

- Location logo
- Identification of the FIS Cup Series timing and data partner
- Identification of the FIS Cup Series Title sponsor
- Identification of the FIS Cup Series Presenting sponsor 2x (50 x 25cm), on both left and right sides
- Identification NSA 2x (50 x 25cm), on both left and right sides

Additional advertising above or below the location name on the starting gate is not allowed.

4.1.2 Advertising on the course

Advertising along the course is reserved as follows:

- Title Series sponsor 2 positions (Sprint 2)
- FIS Presenting Series sponsor 2 positions (Sprint 1)

The banner sizes and hence the advertising possibilities will be as follows (depending on the position, individual solutions may be necessary).

- 1) height 100cm x length 400cm
- 2) height 100cm x length 600cm
- 3) height 150cm x length 400cm
- 4) height 150cm x length 600cm

The placement of the banners is subject to the following conditions:

- a) The measurements do not exceed the above mentioned dimensions
- 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 affected.

Depending on the length of the course, the number of advertising boards/banners has been fixed as follows:

1.0 – 12.5 km loops:

8 - 45 positions with a maximum of four boards/banners per position

A position is a point on the course where banners can be placed.

- Maximum height of the on-course banners shall be 1,5 metres
- Maximum height of the identifications thereon shall be 1,5 metres
- Maximum length of the on-course banners shall be 8 m

Moreover, their placement is subject to the following conditions:

- a) they must not be posed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected
- b) no more than 2 different sponsor/banners/elements can be in the field of vision of any single camera

If bridges exist as a public thoroughfare or as a part of the track, then one board bearing the name of a sponsor is permitted per bridge.

4.1.3 Distance markers, Intermediate time installations, Ground Markers, Pit stop boxes, Inflatables

Distance markers

On the “distance markers” the following information is allowed:

- The indication of the distance / km status

Intermediate time installations

On the “Intermediate time installation” the following advertising/information is allowed:

- Indication of the distance / km stand
- Identification of the FIS Series data/timing partner
- Identification of the FIS Cup Series Title sponsor
- Identification of the FIS Cup Series Presenting sponsor
- Identification of the NSA

One banner position can be linked to the intermediate time installation (see 4.1.2 b above).

Ground markers

To mark the cross country course clearly, ground markers must be placed in the stadium and along the course (average size of Ground Marker: 30 x 50 cm).

Pit-Stop Boxes for Skiathlon races

The pit stop boxes (approx. length 220 cm, height 37 cm) are required to have the following markings:

- The number of the box, height 30 cm
- One sponsor, length max. 177 cm, height max. 30 cm

Inflatables

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

Total size

- On course: Max. height is 6 metres and max. width is 5 metres
- In the finish area: Max. height is 6 metres and max. width is 5 metres

Position

This advertising must be placed no closer than 5 metres from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

Arch

If an arch is used over the course, it needs a minimum width of 9 metres (measured on the inner side) and at least 3.20 metres height (lower side from ground) in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser.

Number

Inflatables within the range of the TV cameras are restricted to a maximum of 5 per competition at Cross-Country events.

4.1.4 Numbers on thighs

During Cross-Country competitions, a "bib" placed on the thighs of 15cm x 15cm has to be used to identify the athletes. The number has a size of 8 cm and an advertising space of 4cm x 15cm is available.

Appendix Cross Country:

ON-SCREEN IDENTIFICATIONS

This document provides details about the EBU regulations for injection of the appointed timing & data provider(s) into the broadcast signal and which have been accepted by the FIS. 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 Cross-Country"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV inserts Cross-Country"
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 letters or numbers used for the 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 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 front 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 INSERTS CROSS COUNTRY
FIS World Cup / FIS World Championships

Timing	Data
➤ Short distance 4" (20x) Total 80" per race	➤ Short distance 6" (10x) Total 60" per race
➤ Long distance 4" (25x) Total 100" per race	➤ Long distance 6" (13x) Total 78" per race

5. ADVERTISING RULES SKI JUMPING/ SKI FLYING EVENTS

5.1 Ski Jumping / Ski Flying

5.1.1 Starting point

1. One name or other identification (excepting slogans) of the location, maximum height 30 cm
2. The FIS logo, maximum height 30 cm
3. An official FIS Cup Series title maximum height 30 cm
4. The name of a FIS Cup Series title / presenting sponsor, maximum height 8 cm, placed under the official title
5. Two sponsor identifications affixed to the wall of each side of the starting installation, 2 x 50cmx50cm for one NSA / Event sponsor and for the FIS Cup Partner
6. Two identifications for the data processing firm with a maximum height of 15 cm
7. On the starting beam two advertising boards of 12 cm height and 20 cm length are allowed for one NSA / Event sponsor to be positioned on either side of the athlete

Equipment Control Box/installation before the start, a unicolour cover on the box side (max. 1 x 2metres) that is in the view of the camera.

The advertising space on this cover is allocated as follows:

- | | |
|------------------|--------------------------|
| Series Cup Logo: | 1 position (50cm x 30cm) |
| Location Logo: | 1 position (50cm x 30cm) |

5.1.2 Take-off / In-run

On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding one metre in height.

Along the in-run, immediately after the starting point, one advertising board of 2 metres in length and 50 cm in height is allowed for an NSA / Event sponsor within the guardrail. If the board is positioned outside the guardrail the size can be 3 metres in length and 80 cm in height. Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height with one for the Title / Presenting Sponsor and one for the LOC.

To ensure identification of distance, markings may be placed at 90, 100, 110 and 120 metres.

- Height: 90 cm
- Width: 75 cm
- Height of numbers showing the distance: 40 cm
- Height of advertising space for FIS Series title or presenting sponsor and a competition sponsor 15 cm

5.1.3 Function buildings

There may be up to four advertising boards/banners affixed to the function buildings subject to the following conditions:

- a) their measurements may not exceed eight metres in width and one metre in height
- b) one advertising banner is reserved (on the trainers' stand or judges' tower) for the FIS Series Cup title and one for the FIS data/ partner.

5.1.4 Outrun

The outrun starts at the end of the landing area and must be similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only, and must not obstruct a clear view of the competitors for spectators and television cameras.

Maximum size of the finish area and/or stadium banners is 6 metres x 1 metre.

For safety reasons the use of rotating advertising banners and/or LED boards must be coordinated with the FIS Jury.

Advertising Boards / Platinum Circle

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

An advertising board (long, narrow) may be placed above the banners with a maximum height of 30 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear with a total length of at least 12 metres 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.

Outrun Advertising

In the outrun the following is permitted and the material used must conform to safety specifications.

The placement has to be made in good time and in close co-ordination with the FIS Marketing respectively the FIS Race Director.

Size of Advertising

The space cannot be larger than 4 metres x 4 metres

Design of Advertising

The design can include one of the following:

- Ski Club logo, logo of the National Ski Association
- One NSA / Event sponsor
- FIS Logo with the FIS Series Cup title

Exit gate

The configuration of the Finish Area must conform to safety requirements and the advertising must represent an attractive, design.

On the exit gate the following may appear:

- Identification (except slogans) of the locality/region
- FIS logo
- The FIS Cup Series title of the event
- The name or other identification of the FIS Cup Series sponsor
- The official FIS Cup logo
- NSA / Event sponsor

Any design and colour changes have to be approved by the FIS.

Inflatables

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

Total size

Max. height is 6 metres and max. width is 5 metres.

Position

This advertising may be placed no closer than 5 metres from the ski jumping hill inrun and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

Number

Inflatables within the range of the TV cameras are restricted to a maximum of 5 per competition at Ski Jumping events.

Special advertising means

Special advertising can only be considered if the following conditions are observed:

Total size

In open venues with wide area behind the outrun boundary a max. height of 1.7 metres and a max. width of 17 metres is permitted.

In closed venues with arena character, tribune and installations around the outrun boundary a max. height of 1.4 metres and a max. width of 14 metres is permitted.

Position

This advertising may be placed no closer than 10 metres from the ski jumping hill inrun but not in the outrun surrounding. Placement of advertising needs to be done in consultation with the FIS Race Director, the host broadcaster and needs the approval of the Organiser and its National Ski Association.

Number

One special advertising means is permitted. The right is owned by the respective National Ski Association.

5.1.5 Other elements

Start order flag of the trainer(s)

Use

- Owner and user of the advertising space is the respective National Ski Association
- The size of this flag should be fixed, e.g. 30 cm length and 20 cm wide (Din A4)

Design possibilities

- On one side the emblem/logo of the NSA and on the other side a sponsor logo, e.g. team sponsor of the Ski Jumping team of the respective NSA
- Or two times the national logo or the logo of the NSA

The rights for this advertising possibility belong to the National Ski Association.

Appendix Ski Jumping:

ON-SCREEN IDENTIFICATIONS (TV INSERTS)

This document provides details about the EBU regulations for injection of the identification for appointed timing & data provider(s) into the broadcast signal and which have been accepted by the FIS. 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 Ski Jumping"
Data:	maximum of 6 seconds per identification
Amount:	see below "FIS TV insert Ski Jumping"
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 letters or numbers used for the 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 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 front 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 INSERTS SKI JUMPING/ SKI FLYING
FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
➤ Wind/ Speed 2" (10x) Total 20" per round	➤ 6" (15x) Total 90" per round
➤ Video measurement 8" per round	

6. ADVERTISING RULES NORDIC COMBINED EVENTS

6.1 Cross-Country (Nordic Combined)

6.1.1 Start and finish area

The start and finish area must be either an actual stadium or an area similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only. The maximum total amount of advertising permitted must not exceed 700 metres. The signs, boards and banners within range of the television cameras must be affixed in a single continuous line and, if so agreed with the host broadcaster, it shall be permitted to place a row of 50 metres along the start and finish tracks, provided it is not between the camera and the action, and does not appear on two levels.

The height of each board may not exceed 1 metre, the length 5 metre and the height of the advertising must not exceed 80cm.

Advertising boards / Platinum Circle

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

An advertising board (long, narrow) with a maximum height of 30 cm may be placed above the banners 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. billboards or "platinum circle" belong to the National Ski Association.

Start and Finish Installations

The following advertising is permitted on the start and finish installations:

- Location logo
- Identification of the FIS Cup Series timing and data partner
- Identification of the FIS Cup Series title sponsor
- Identification of the FIS Cup Series presenting sponsor 2x (50 x 25cm), on both left and right sides
- Identification NSA 2x (50 x 25cm), on both left and right sides

Additional advertising above or below the location name on the starting gate is not allowed.

6.1.2 Advertising on the course

Advertising along the course is reserved as follows:

Title Series sponsor	2 positions
FIS Presenting Series sponsor	1 position

The banner sizes and hence the advertising possibilities will be as follows (depending on the position, individual solutions may be necessary).

- 1) Height 100cm x length 400cm
- 2) Height 100cm x length 600cm
- 3) Height 150cm x length 400cm
- 4) Height 150cm x length 600cm

The placement of the banners is subject to the following conditions:

- a) The measurements do not exceed the above mentioned dimensions
- 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 affected.

1.5 – 2.5km loops:

8 positions with a maximum of four boards/banners per position

A position is a point on the course where banners can be placed.

- Maximum height of the on-course banners shall be 1,5 metres
- Maximum height of the identifications thereon shall be 1,5 metres
- Maximum length of the on-course banners shall be 8 m

Moreover, their placement is subject to the following conditions:

- a) they must not be posed and must be affixed to the safety barriers or in other positions provided that the safety of the course is not affected
- b) no more than 2 different sponsor/banners/elements can be in the field of vision of any single camera

If bridges exist as a public thoroughfare or as a part of the track, then one board bearing the name of a sponsor is permitted per bridge.

6.1.3 Distance markers, Intermediate time installations, Ground Markers, Pit stop boxes, Inflatables

Distance markers

On the “distance markers” the following information is allowed:

- The indication of the distance / km status

Intermediate time installations

On the “Intermediate time installation” the following advertising/information is allowed:

- Indication of the distance / km stand
- Identification of the FIS Series data/timing partner
- Identification of the FIS Cup Series title presenting sponsor
- Identification of the FIS Cup Series presenting sponsor
- Identification of the NSA

One banner position can be linked to the intermediate time installation (see 4.1.2 b above).

Ground markers

To mark the cross country course clearly, ground markers must be placed in the stadium and along the course (average size of Ground Marker: 30 x 50 cm).

Pit-Stop Boxes for Skiathlon races

The pit stop boxes (approx. length 220 cm, height 37 cm) are required to have the following markings:

- The number of the box, height 30 cm
- One sponsor, length max. 177 cm, height max. 30 cm

Inflatables

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

Total size

- On course: Max. height is 6 metres and max. width is 5 metres
- In the finish area: Max. height is 5 metres and max. width is 5 metres

Position

This advertising must be placed no closer than 5 metres from the course in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Placing adjacent to the start and at the finish line is not allowed. Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

Arch

If an arch is used over the course, it needs a minimum width of 9 metres (measured on the inner side) and at least 3.20 metres height (lower side from ground) in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser.

Number

Inflatables within the range of the TV cameras are restricted to a maximum of 5 per competition at Cross-Country events.

6.1.4 Numbers on thighs

During Cross-Country competitions, a "bib" placed on the thighs of 15cm x 15cm has to be used to identify the athletes. The number has a size of 8 cm and an area of 4cm x 15cm is available for the of the.

6.2 Ski Jumping (Nordic Combined)

6.2.1 Starting point

1. One name or other identification (excepting slogans) of the location, maximum height 30 cm
2. The FIS logo, maximum height 30 cm
3. An official FIS Cup Series title maximum height 30 cm
4. The name of a FIS Cup Series title / presenting sponsor, maximum height 8 cm, placed under the official title
5. Two sponsor identifications affixed to the wall of each side of the starting installation, 2 x 50cmx50cm for one event sponsor and for the FIS Cup Partner
6. Two identifications for the data processing firm with a maximum height of 15 cm
7. On the starting beam two advertising boards of 12 cm height and 20 cm length are allowed for one NSA / Event sponsor to be positioned on either side of the athlete

Equipment Control Box/installation before the start, a unicolour cover on the box side (max. 1 x 2metres) that is in the view of the camera.

The advertising space on this cover is allocated as follows:

Series Cup Logo: 1 position (50cm x 30cm)
Location Logo: 1 position (50cm x 30cm)

6.2.2 Take-off / In-run

On the nose of the take-off the name of one sponsor shall be permitted, in letters not exceeding one metre in height.

Along the in-run, immediately after the starting point, one advertising board of 2 metres in length and 50 cm in height is allowed for an NSA / Event sponsor within the guardrail. If the board is positioned outside the guardrail the size can be 3 metres in length and 80 cm in height. Two banners can be positioned along the in-run at the in-run radius. Each 150 cm in length and 50 cm in height with one for the Title / Presenting Sponsor and one for the LOC.

To ensure identification of distance, markings may be placed at 90, 100, 110 and 120 metres.

- Height: 90 cm
- Width: 75 cm
- Height of numbers showing the distance: 40 cm
- Height of advertising space for FIS Series title or presenting sponsor and a competition sponsor 15 cm

6.2.3 Function buildings

There may be up to four advertising boards/banners affixed to the function buildings subject to the following conditions:

- a) Their measurements may not exceed eight metres in width and one metre in height
- b) One advertising banner is reserved (on the trainers' stand or judges' tower) for the FIS Series Cup title and one for the FIS data/ partner.

6.2.4 Outrun

The outrun starts at the end of the landing area and must be similar to a stadium and, advertising shall be permitted therein, affixed to the safety barriers only, and must not obstruct a clear view of the competitors for spectators and television cameras.

Maximum size of the finish area and/or stadium banners is 6 metres x 1 metre.

For safety reasons the use of rotating advertising banners and/or LED boards must be coordinated with the FIS Jury.

Advertising Boards / Platinum Circle

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

An advertising board (long, narrow) may be placed above the banners with a maximum height of 30 cm either behind the safety barrier or the padding. On such boards a maximum of 6 different sponsors may appear with a total length of at least 12 metres 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.

Outrun Advertising

In the outrun the following is permitted and the material used must conform to safety specifications.

The placement has to be made in good time and in close co-ordination with the FIS Marketing respectively the FIS Race Director.

Size of Advertising

The space cannot be larger than 4 metres x 4 metres

Design of Advertising

The design can include one of the following:

- Ski Club logo, logo of the National Ski Association
- One NSA / Event sponsor of the respective National Ski Association
- FIS Logo with the FIS Series Cup title

Exit gate

The configuration of the Finish Area must conform to safety requirements and the advertising must represent an attractive, design.

On the exit gate the following may appear:

- Identification (except slogans) of the locality/region
- FIS logo
- The FIS Cup Series title of the event
- The name or other identification of the FIS Cup Series sponsor
- The official FIS Cup logo
- NSA / Event sponsor

Any design and colour changes have to be approved by the FIS.

Inflatables

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

Total size

Max. height is 6 metres and max. width is 5 metres.

Position

This advertising may be placed no closer than 5 metres from the ski jumping hill inrun and in consultation with the FIS Race Director and the host broadcaster in co-operation with the Organiser. Furthermore it is not allowed to place the inflatable on any podium within the range of the TV cameras.

Number

Inflatables within the range of the TV cameras are restricted to a maximum of 5 per competition at Ski Jumping events.

Special advertising means

Special advertising can only be considered if the following conditions are observed:

Total size

In open venues with wide area behind the outrun boundary a max. height of 1.7 metres and a max. width of 17 metres is permitted.

In closed venues with arena character, tribune and installations around the outrun boundary a max. height of 1.4 metres and a max. width of 14 metres is permitted.

Position

This advertising may be placed no closer than 10 metres from the ski jumping hill inrun but not in the outrun surrounding. Placement of advertising needs to be done in consultation with the FIS Race Director, the host broadcaster and needs the approval of the Organiser and its National Ski Association.

Number

One special advertising means is permitted. The right is owned by the respective National Ski Association.

6.2.5 Other elements

Start order flag of the trainer(s)

Use

- Owner and user of the advertising space is the respective National Ski Association
- The size of this flag should be fixed, e.g. 30 cm length and 20 cm wide (Din A4)

Design possibilities

- On one side the emblem/logo of the NSA and on the other side a sponsor logo, e.g. team sponsor of the Ski Jumping team of the respective NSA
- Or two times the national logo or the logo of the NSA

The rights for this advertising possibility belong to the National Ski Association.

Appendix Nordic Combined:

ON-SCREEN IDENTIFICATIONS (TV INSERTS)

This document provides details about the EBU regulations for injection of the identification for appointed timing & data provider(s) into the broadcast signal and which have been accepted by the FIS. 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.

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 Cross-Country/Ski Jumping"

Data: maximum of 6 seconds per identification
Amount: see below "FIS TV Insert Cross-Country/Ski Jumping"

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 letters or numbers used for the 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 INSERTS CROSS COUNTRY

FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
➤ Short distance 4" (20x) 80" per race	➤ Short distance 6" (10x) 60" per race
➤ Long distance 4" (25x) 100" per race	➤ Long distance 6" (13x) 78" per race

FIS TV INSERTS SKI JUMPING

FIS WORLD CUP/ FIS WORLD CHAMPIONSHIPS

Timing	Data
➤ Wind/ Speed 2" (10x) 20" per round	➤ 6" (15x) 90" per round
➤ Video measurement 8" per round	