Option Policy Schiphol Media

Placing an option

Upon agreeing to a proposal, all local/international advertisers and media agencies can place an option on a media object or media network which is in the portfolio of Schiphol Media. An option needs to be communicated via a written confirmation (this can be per e-mail). The first option will be valid until it expires or until another advertiser wants to book this particular media site and confirms this in writing. There is a maximum of two options per media object/network.

Calling an option

After receiving a written booking confirmation for an object with an option, the client with a first option will be contacted by the account manager of Schiphol Media. The client will then have two (2) business days* to decide whether to book this media object or to drop the option. Non-Dutch advertisers and media agencies are granted a consideration time of three (3) business days*. If the advertiser with the first option decides to waive the option or is not able to decide before the deadline, the option expires. Subsequently, the client with a second option will be contacted by the account manager op Schiphol Media. The client will then have the same period to decide whether to book this media site or to drop the option.

Expiration of the option

An option always expires automatically one (1) month prior to the start of the chosen campaign period. From this moment, it is not possible to take an option anymore. Promotion Locations such as pop-ups automatically expire two (2) months before the start of the chosen campaign.

Year contracts

Unless stated otherwise, advertisers who have a contract with a booking period of at least one (1) (continuous) year, have the first right to renew their particular media site until three (3) months before the expiration date of the campaign. Schiphol Media is obliged to send a renewal offer no later than four (4) months before the end of the yearly campaign.

* excluding public holidays of the Netherlands and the other party, if applicable.