

# Criteria for using static materials

- Within the contracted period, the still asset may be used across all digital, including social, national print, magazine, newspapers, local press, and inserts.
- The still assets may also be used at point-of-sale locations where alcohol is served or purchased.
- The still assets may be used by partners including NZ Police/VTNZ/ACC/local and regional councils/SASTA/MTA/MOT/AA in branch only.
- This excludes sites that may be managed by local councils eg sportsgrounds/community centres etc.
- The still assets can be used by educational facilities for use within campuses and school grounds.
- The still assets can be used across educational facilities social channels and websites.