

# Midiarack SME Visibility Booster Campaign

## Terms and Conditions

### 1. Campaign Overview

The Midiarack SME Visibility Booster Campaign is an initiative designed to support small and medium-sized businesses by providing advertising credit that can be used to promote their businesses across media channels available on the Midiarack platform.

### 2. Eligibility

Participation in the campaign is open to businesses that successfully sign up for a Midiarack advertiser account through the SME Visibility Booster campaign channels and complete the required onboarding process.

### 3. Advertising Credit Allocation

Eligible businesses may receive advertising credit ranging between GHS500 and GHS1,000. The exact credit amount is determined at Midiarack's discretion based on campaign criteria and availability of allocated campaign resources.

**Receiving the full GHS1,000 credit is not guaranteed, and the awarded amount may fall anywhere within the stated range.**

### 4. Platform Usage Restriction

All advertising credit issued under the SME Visibility Booster campaign can only be used on the Midiarack platform for the booking of advertising inventory and services available within the platform marketplace.

### 5. Non-Cash Value

Advertising credits issued through this campaign:

- Cannot be exchanged for cash
- Cannot be transferred or resold
- Cannot be withdrawn as monetary value

The credits function strictly as promotional value for advertising bookings on Midiarack.

## 6. Expiration of Credits

All advertising credits issued under the SME Visibility Booster campaign expire on 31 December 2026.

Unused credits remaining after this date will automatically expire and will no longer be redeemable.

## 7. Usage Limitations

Advertising credits may only be applied to eligible bookings on Midiarack and may be subject to additional platform usage policies, including availability of media inventory and booking requirements.

## 8. Fraud and Misuse

Midiarack reserves the right to revoke advertising credits and disqualify participants if there is evidence of fraudulent activity, misuse of promotional codes, or attempts to manipulate the campaign.

## 9. Modification or Termination

Midiarack reserves the right to modify, suspend, or terminate the SME Visibility Booster campaign or its terms at any time if necessary due to operational, legal, or strategic reasons.

## 10. Acceptance of Terms

By participating in the SME Visibility Booster campaign and redeeming advertising credit, participants agree to abide by these terms and conditions and any applicable Midiarack platform policies.