

animago
AWARD & CONFERENCE

20
YEARS



MEDIAKIT
2016

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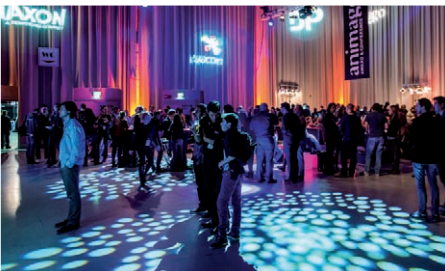
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Funded by:



Bavarian Ministry of
Economic Affairs and Media,
Energy and Technology



City of Munich
Department of
Arts and Culture

Presented by:

**DIGITAL
PRODUCTION**

www.animago.com



animagoAWARD

YOUR CONTACTS

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for Sponsors / Exhibitors



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PROJECT OVERVIEW: animago AWARD & CONFERENCE

animago AWARD

Trailer 2015: [click here](#)

Still Trailer 2015: [click here](#)

- ▷ **International contest** in the fields of 3d animation & still, visual effects and visualization.
 - In 2015 exactly 1.008 submitted entries from 58 different countries.
- ▷ **Production types:** FILM and STILL.
- ▷ **12 categories** including the "Best Young Production" with 3,000 Euro in prize money from DIGITAL PRODUCTION. The winners of the categories "Best Still" and "Anniversary Prize" will be identified via public voting.
- ▷ **For 20 years** the animago AWARD honors the best works in the entire spectrum of digital media productions.
- ▷ Since its existence the contest has received over 21,000 entries, which have been evaluated by an independent expert jury.
- ▷ **Submission deadline:** 30 June 2016 via animago website.
- ▷ **animago AWARD gala:** highlight of the two-days animago CONFERENCE on 27 / 28 October 2016 at Munich's Culture Center GASTEIG.

[Click here for information and quotes for the new event location 2016 and 20th anniversary of the animago AWARD \(Press release, 09 December 2015\)](#)

animago CONFERENCE

Event Clip 2015: [click here](#)

- ▷ **Date:** 27 / 28 October 2016.
- ▷ **Location:** Munich's Culture Center GASTEIG.
- ▷ Business event focused on **3d animation, visual effects, visualization and design.**
 - Approx. 1,500 visitors, of that 25 % international
- ▷ The **animago EXHIBITION** provides established industry experts and young newcomers the perfect opportunity to network and engage in recruiting.
- ▷ Exhibitors looking to present the latest trends and innovative technologies are invited to carry out product demonstrations and end-user applications as part of the conference program.
- ▷ Small-scale companies and startups are fully integrated into the **DIGITAL PRODUCTION Lounge** at the center of the animago EXHIBITION. The DIGITAL PRODUCTION Lounge also functions as a platform for all creative professionals interested in showing their work and getting professional feedback.
- ▷ The animago event functions as a platform for the regional film and media industry while also working to support the continuing education and training sector. animago also operates in close cooperation with **MedienNetzwerk Bayern**, Bavaria's foremost agency when it comes to promoting and fostering the state's media industry.

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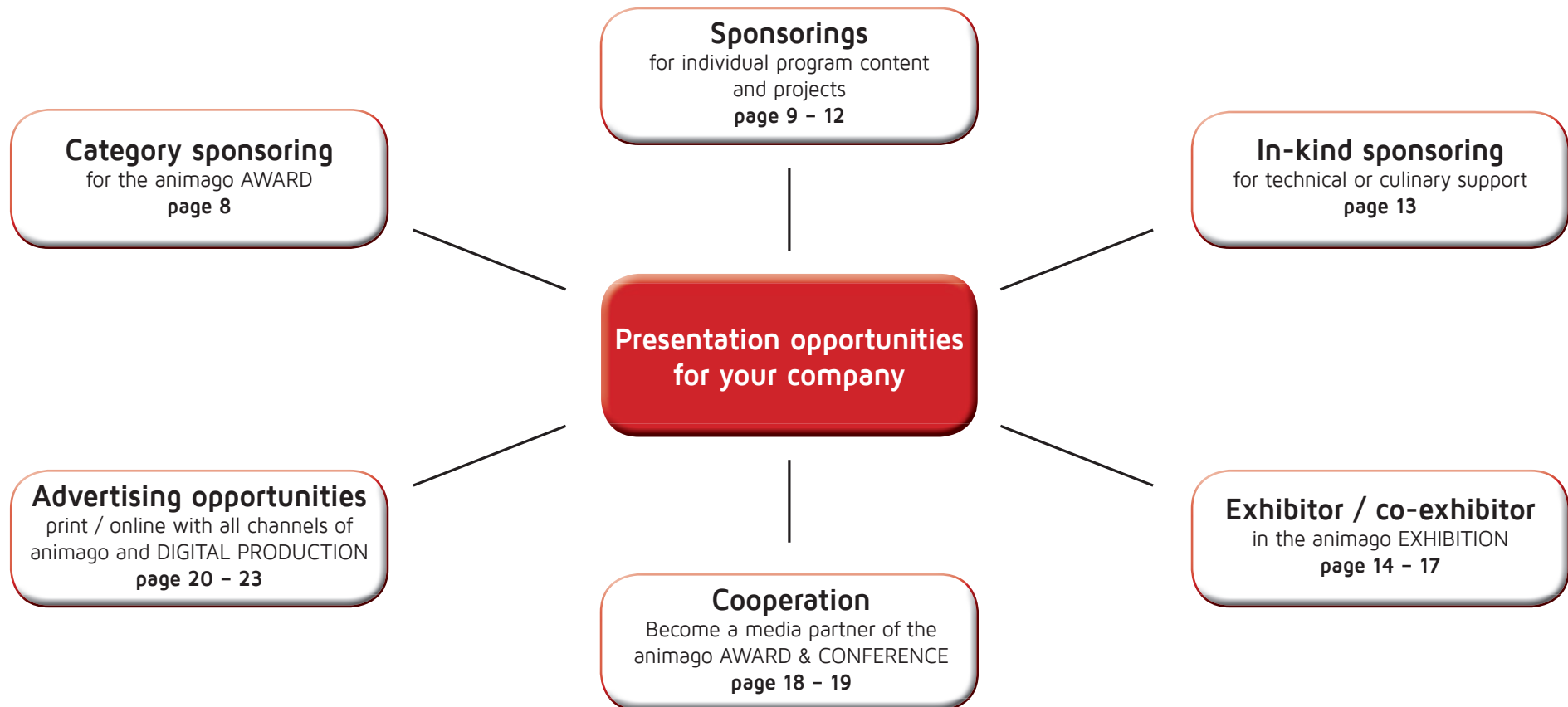
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YOUR PRESENTATION OPPORTUNITIES



SPONSORING

Thanks to our Sponsor Partners 2015



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animagoAWARD

SPONSORING

Marketing and communication benefits for all sponsor partners

- ▷ **Logo presentation:** Advertising material print & online, newsletter, website and branding of the event location as part of the total animago marketing campaign from the date of final sponsorship confirmation
- ▷ Announcement in the **press releases** (German / English) as well as on the **animago Facebook fanpage**
- ▷ **1x sponsor web banner** (520 x 90 px, max. 100 kB) placed directly below the header of an animago newsletter
- ▷ **3x free tickets** for your team, valid for both event days including the animago AWARD gala and after-show get-together
- ▷ Free **conference tickets** for your customers (on request), valid for both event days including the animago AWARD gala and after-show get-together
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - Print ad
 - Logo presentation on the general full page sponsoring ad

SPONSORING

Category sponsoring for the animago AWARD

Additional benefits:

- ▷ **Free booth** in the animago EXHIBITION and **company profile** on the animago website (section EXHIBITION)
- ▷ **Presentation slot** included into the entire conference program (master classes or project presentations, approx. 30 min)
- ▷ **Laudatio and award ceremony** for the sponsored category during the animago AWARD gala
- ▷ News article (German / English) included in an **animago newsletter** as well as on the animago website
- ▷ News article (German) included in an **editorial newsletter** of DIGITAL PRODUCTION as well as on the website (animago news section)
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - Full page print ad
 - Introduction of your company / laudator, placed together with the winners making-of projects of the sponsored category
 - Logo presentation on the general full page sponsoring ad

Sponsoring package: net 12,000 Euros media value

animago CATEGORIES:

Best Still

Best Visual Effects

Best Game Cinematic

Best Short Film

Best Advertising Production

Best Character

Best Visualization

Best Young Production

Jury's Prize

Best Motion Design

Architecture Prize
presented by DETAIL

Anniversary Prize

SPONSORING

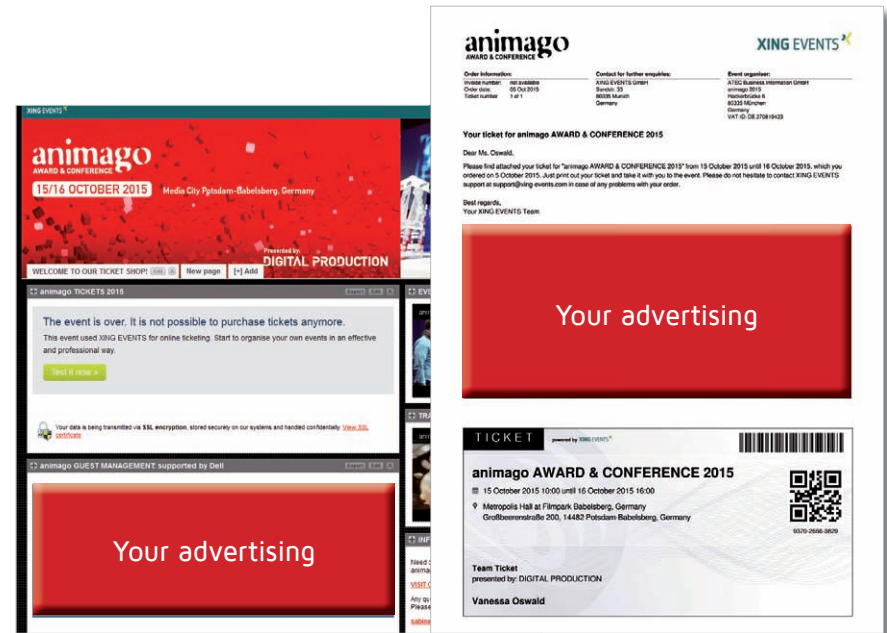
Exclusive sponsoring of the animago ticket & registration system

For the past several years, our animago guest management has been handled by XING EVENTS and the event management software amiando. We are eager to find a guest-management partner who can also provide us with on-site support in the field of technical equipment (i.e. PCs / notebooks / printers) in the entrance area.

Additional benefits:

- ▶ Exclusive and prominent placement of your company on animago's **ticket website**
- ▶ Exclusive placement of your company on each **eTicket**, which is sent via email automatically to all visitors after their accreditation
- ▶ **Branding and presentation of your company in the entrance area on location** (e.g. banner, beach flags, rollup banner, flyers)
- ▶ **animago magazine**, published by DIGITAL PRODUCTION
 - Full page print ad
 - Logo presentation on the general full page sponsoring ad

Sponsoring package: net 8,000 Euros media value



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animagoAWARD



Your advertisement
in calendar size
horizontal format



SPONSORING

Exclusive sponsoring for the calendar 2017

- ▷ Intended size: approx. 600 x 400 mm horizontal format
- ▷ Limited edition for all important business partners of animago and DIGITAL PRODUCTION
- ▷ Incentive for our exclusive marketing campaigns during the Christmas- and New Year time
- ▷ With images of nominated entries from this year's animago AWARD

Additional benefits:

- ▷ Your **print ad in calendar** size directly placed behind the front page
- ▷ **Logo presentation** on each calendar page
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - Full page print ad
 - Logo presentation on the general full page sponsoring ad
- ▷ **Online campaign** on the channels of DIGITAL PRODUCTION
 - 2x web banner or text ad in an editorial newsletter
 - web banner on the website in November / December 2016

Sponsor package: 7,500 Euro media value

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SPONSORING

Sponsoring partner for the DIGITAL PRODUCTION Lounge

The motto of our DIGITAL PRODUCTION Lounge is "**Meeting Point & Networking**". Among other activities, visitors are invited to get to know the members of the DIGITAL PRODUCTION editorial team but also to meet animago AWARD nominees and speakers and learn more about many brand-new and powerful solutions, products and technologies.

For instance, the animago team will help you plan an interactive event, a panel discussion or a raffle draw and otherwise join you in showcasing your company in the lounge area.

Additional benefits:

- ▷ **Exhibition area and branding opportunities** in the DIGITAL PRODUCTION Lounge
- ▷ Presentation as **partner of the lounge area** included in the pre-communication of the animago event (website, newsletter, press releases, social media)
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - Full page print ad
 - Logo presentation on the general full page sponsoring ad

Sponsoring package: net 6,500 Euros media value



SPONSORING

Exclusive sponsoring for the official Champagne Reception

Additional benefits:

- ▷ Official **Welcome Words** together with the animago presenter to open up the animago AWARD gala
- ▷ **Branding opportunities** in the catering area (e.g. glasses, menus, napkins, decoration elements, buffet tables)
- ▷ **Your own cocktail creation** for the get-together directly after the animago AWARD gala – invite the animago guests to taste and clink glasses
- ▷ Branding and sponsoring of the **champagne bottles** for the animago AWARD prize winners
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - Full page print ad
 - Logo presentation on the general full page sponsoring ad

Sponsoring package: net 6,500 Euros media value



SPONSORING

In-kind sponsoring for the animago AWARD & CONFERENCE

- ▷ Join us to showcase your team and company and help furnish equipment for the entire animago event
- ▷ **Equipment, in-kind prizes and culinary treats** for the enjoyment of all animago guests: Your products will be integrated into the branding, decoration and atmosphere of the event and publicised in the lead-up phase in all event-related communication channels available to animago and DIGITAL PRODUCTION
- ▷ Of course, all in-kind sponsors will receive the **advertising and marketing services described on page 7**
- ▷ We will work with you to define the **media value and any additional marketing activities** based on the scope of the in-kind services



animago EXHIBITION

Thanks to our Exhibition-Partners 2015



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animago EXHIBITION

Benefits for exhibitors

- ▷ **3x free tickets** for your team, valid for both event days including the animago AWARD gala and after-show get-together
- ▷ Free **conference tickets** for your customers (on request), valid for both event days including the animago AWARD gala and after-show get-together
- ▷ **Company profile** on the animago website (section EXHIBITION)
- ▷ Announcements about the exhibitors on the **animago Facebook fanpage**
- ▷ News articles (German / English) in **animago newsletters** as well as announcements about the animago EXHIBITION in the **editorial newsletters** of DIGITAL PRODUCTION
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - Half page print ad (horizontal or vertical)
 - Logo presentation on the general full page exhibitors ad

Exhibitors package: net 2,500 Euros

- ▷ All booths are calculated with the space of 8 – 10 sq. m., electricity supply and free WLAN
- ▷ If you prefer a collective booth with other companies we charge 750 Euros for each additional company

Please notice

For decoration and branding of your booth, you are responsible yourself. Do not hesitate to contact us for any questions or if you need support.

animago EXHIBITION

Co-exhibitor in the DIGITAL PRODUCTION Lounge

Studio, development company or service provider? Small-scale yet superb? Are you a freelancer and / or are you interested in showcasing your **small-sized company or startup** at the animago EXHIBITION? We would love to welcome you as a co-exhibitor in our DIGITAL PRODUCTION Lounge and look forward to finding out more about your products, innovations and technologies.

Benefits for co-exhibitors

- ▷ **3x free tickets** valid on both event days including the animago AWARD gala and after-show get-together
- ▷ **Company profile** on the animago website (section EXHIBITION)
- ▷ Announcements about the exhibitors on the **animago Facebook fanpage**
- ▷ News articles (German / English) in **animago newsletters** as well as announcements about the animago EXHIBITION in the **editorial newsletters** of DIGITAL PRODUCTION
- ▷ **animago magazine**, published by DIGITAL PRODUCTION
 - 1/3 print ad (horizontal or vertical)
 - Logo presentation on the general full page exhibitors ad

Co-exhibitors package: net 750 Euros

- ▷ All presentation areas are calculated with the space of approx. 4 sq. m., electricity supply and free WLAN

Please notice: For decoration and branding of your booth you are responsible yourself. Do not hesitate to contact us for any questions or if you need support.

MEDIA PARTNERSHIPS

Thanks to our media Partners & Partner Events 2015



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MEDIA PARTNERSHIPS

Possible benefits in exchange for media partners

- ▷ Half page print ad in the special **animago print magazine**, published by DIGITAL PRODUCTION on 28 October 2016
- ▷ Half page print ad in one issue of **DIGITAL PRODUCTION magazine** (7 issues per year)
- ▷ **Web banner** (leaderboard 728 x 90 px or wide skyscraper 160 x 600 px) on the animago website
- ▷ **Web banner** (fullsize 468 x 60 px) or alternatively **text ad + logo** in animago newsletters and in the editorial newsletters of DIGITAL PRODUCTION
- ▷ **Standalone mailing**: present your business to all animago newsletter subscribers (13,200 international contacts)
- ▷ **Logo presentation**: on animago website (section PARTNERS) and during the animago event days (posters, video slide shows, program flyer)
- ▷ News and posts about the media partnership on our **animago Facebook fanpage**
- ▷ **2x free press tickets**, valid for both event days including the animago AWARD gala and after-show get-together
- ▷ **Special interest desk** at the animago AWARD & CONFERENCE: Presentation of your magazine or advertising material (100 copies, delivery deadline: tba)

Do you have further marketing ideas? Do not hesitate to contact our Project Manager: Jana Freund; T: +49 (0) 89 89817-340; E: jana.freund@animago.com

PRINT

animago print magazine

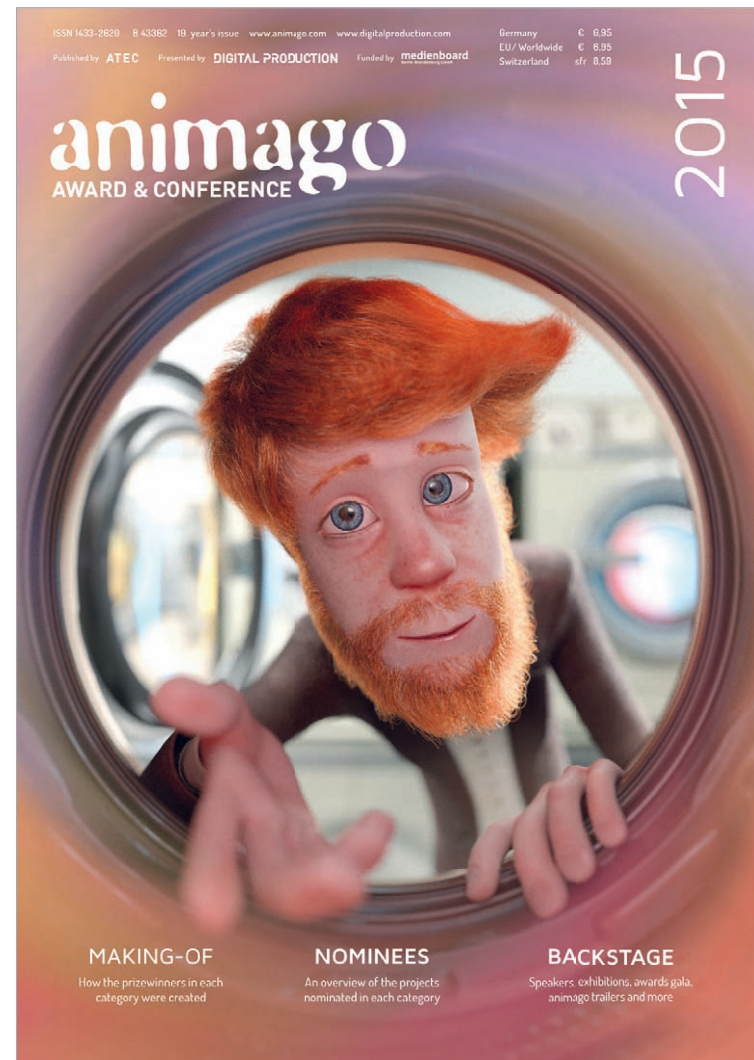
- ▷ **Publication date:** 28 October 2016
- ▷ **Advertising copy deadline:** 22 September 2016
- ▷ **Print document deadline:** 29 September 2016
- ▷ **Edition:** 5,500

Prices for print ads:

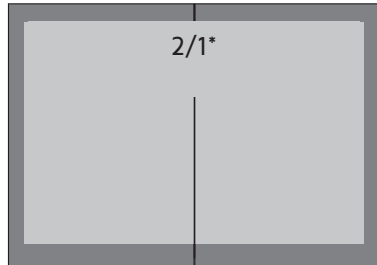
- ▷ 2/1 on request
- ▷ 1/1 4,830 Euros (cover page: 5,630 Euros)
- ▷ 1/2 2,930 Euros
- ▷ 1/3 2,630 Euros
- ▷ 1/4 1,930 Euros

Inserts and ad specials:

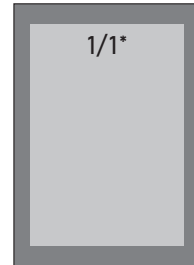
- ▷ Loosely inserted print matter such as brochures, cards or single sheets
 - Minimum format: 105 x 148 mm
 - Largest format: 205 x 290 mm
 - Price until 25 g: 250 Euros per 1,000 copies (incl. postal charges)
 - Delivery deadline: 12 October 2016 (before 8 a.m.)
 - Delivery information and notes: described on page 31



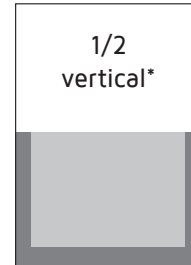
PRINT: ADVERTISING FORMATS



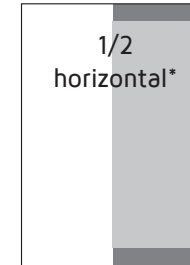
Bleed: 420 x 297 mm
Type area: 390 x 270 mm



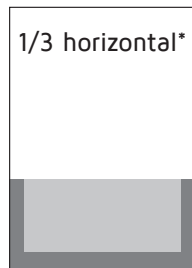
Bleed: 210 x 297 mm
Type area: 180 x 270 mm



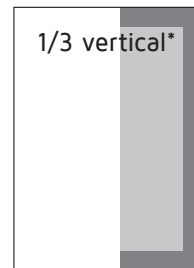
Bleed: 210 x 150 mm
Type area: 180 x 133 mm



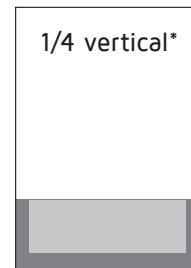
Bleed: 103 x 297 mm
Type area: 88 x 270 mm



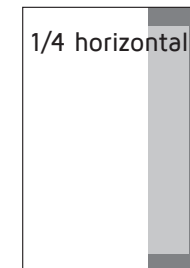
Bleed: 210 x 102 mm
Type area: 180 x 86 mm



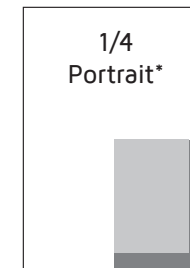
Bleed: 72 x 297 mm
Type area: 57 x 270 mm



Bleed: 210 x 83 mm
Type area: 180 x 60 mm



Bleed: 57 x 297 mm
Type area: 45 x 270 mm



Bleed: 103 x 150 mm
Type area: 88 x 133 mm

*Above-mentioned formats require additional 3 mm allowance for trim on each outer side.

PRINT: TECHNICAL DATA

In order to accelerate and optimize the production processes of our publications, ATEC Business Information GmbH magazines are printed computer-to-plate. This process makes it necessary to have all printing documents available in digital form. In order to prevent errors in printing or exposure, the following points must be observed when preparing data files. Please pass this information to the agency or advertising department you have commissioned to produce your printing documents.

Data

- The printable data file must be created according to PDF/X1a or PDF/X3 standard using Adobe Distiller.
- All fonts must be embedded.
- Colours must be available in CMYK (not in RGB). If special colours are to be used, please arrange this in advance with the publisher.
- Allowance must be made for all colour profiles.
- Please do not use hairlines.
- We recommend using 300 dpi as picture resolution.
- The data file must be generated in the final format (100%).
- For formats larger than 1/1 page, each page must be generated separately (incl. allowance for trim). Montage will be carried out by the printer.
- Allow 3 mm trim for bleed elements.
- The format of the advertisement must correspond to the format specified in the advertising order.

Proof

- For colour advertisements the printer requires a colour-defined digital proof with a FOGRA media wedge in accordance with current standards, for b/w advertisements laser print is required.
- If no proof is available, possible variations from the original advertisement could conceivably be overlooked.

Information for inserts

- **Delivery information:** W. Kohlhammer Druckerei GmbH & Co KG
Mr. Jörg Ackermann, Augsburgstraße 722, 70329 Stuttgart, Germany
- **Delivery deadline:** 12 October 2016 (before 8 a.m.)
- **Delivery hours:** Monday to Friday, 8 a.m. to 4 p.m.
- **Delivery notes:**
 - Customer / ordering party
 - Magazine title „animago-Sonderheft“
 - Delivery amount, total weight, size and type
 - Address and telephone number of deliverer

ONLINE

Website www.animago.com (German and English):

- ▷ Average page impressions: 12,700 per month
- ▷ Average unique users: 5,350 per month

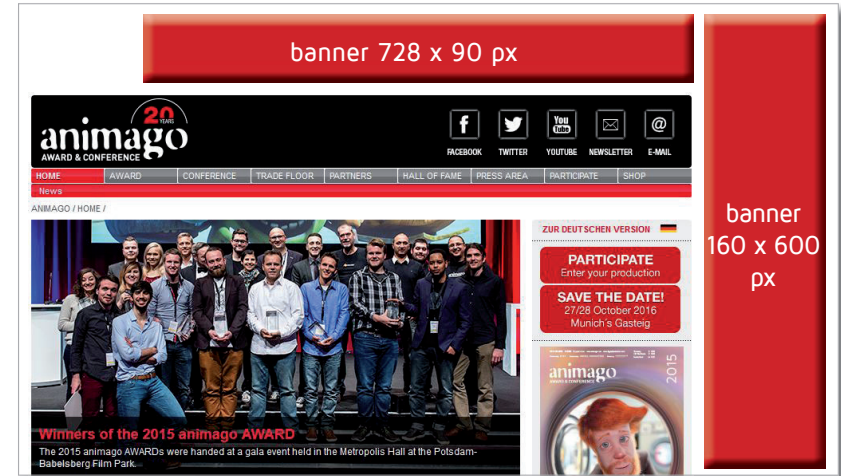
Web banner in rotation as animated GIF,
JPG or SWF-file, largest size 100 kB:

- ▷ 160 x 600 px: 1,500 Euros per month
- ▷ 728 x 90 px: 1,200 Euros per month

animago newsletter (13.200 international contacts):

- ▷ Text ad with logo / link (max. 400 signs including spaces): 450 Euros
- ▷ Web banner (animated GIF or JPG file, largest size 100 kB)
 - 468 x 60 px: 315 Euros
 - 468 x 90 px: 365 Euros
 - 520 x 90 px: 785 Euros – directly below the newsletter header as sponsor banner "Brought to you by"

Standalone mailing: on request



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animagoAWARD

Terms of Payment

- 30 days after invoice date net
- 2 % discount for payments within 14 days
- Prices do not include VAT

Bank Data

Deutsche Bank München

Bank Code: 700 700 10

Account Number: 170 33 88 00

VAT ID Number: DE 270819423

SWIFT / BIC: DEUT DE MM

IBAN: DE07 7007 0010 0170 33 88 00



ATEC Business Information GmbH

Hackerbruecke 6

80335 Munich, Germany

General Terms and Conditions for Advertisements Print and Online

An "advertisement order" within the meaning of the following General Terms and Conditions of Business is a contract with respect to the publication of one or more advertisements of an advertiser or space buyer in a publication for advertising purposes.

1. If there is any doubt, advertisements are to be called up for publication within one year of the conclusion of the contract. If, within the framework of the contract, the right has been granted to call up individual advertisements, the order is to be wound up within a year of the publication of the first advertisement provided the first advertisement was called up and published within the period of time mentioned in sentence 1.
2. When a contract is concluded the advertiser is entitled to call up further advertisements within the period of time agreed on or within the period of time mentioned in item 2 over and above the number of advertisements mentioned in the order.
3. If an order is not fulfilled due to circumstances beyond the control of the publishing house, the advertiser has, regardless of any other legal obligations which might arise, to reimburse the publishing house for the difference between the discount that was granted and the discount that would correspond to the amount actually purchased.
4. Text part-advertisements. Inapplicable.
5. Orders for ads and preprint inserts that are expressly only to be published in specific issues or positions in the magazine have to arrive at the publisher in sufficient time for the advertiser to be informed prior to the closing date for advertisements should it not be possible to execute the order in the requested manner. Classified ads are printed in the appropriate section and require no particular agreement.
6. Advertisements that because of their editorial design are not recognisable as such will be made more clearly distinguishable by the publishing house adding the word "advertisement".
7. The publishing house reserves the right to reject advertisement orders – also individual release orders within the scope of a contract – and insert orders, on account of their content, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their contents violate laws or official regulations or it cannot reasonably be expected that the publishing house print them. This also applies to orders placed with branch offices, advertisement offices or representatives. Insert orders only become binding for the publishing house once a sample of the insert has been submitted and approved. Inserts which give the reader the impression that they are part of the newspaper / magazine on account of their format or layout, or include advertisements from third parties, will not be accepted. The advertiser will be informed immediately that his advertising order has been rejected.
8. The advertiser is responsible for ensuring that the advertisement text and faultless artwork or the insert is delivered to the publishing house in good time. The publishing house will be prompt to demand a replacement for any artwork that is visibly unsuitable or damaged. The publishing house guarantees the usual printing quality of the booked title within the scope of the means arising from the artwork submitted.
9. If the printed version of the advertisement is partially illegible, not correct or incomplete, the advertiser is entitled to a reduction in payment or to a replacement advertisement that is free from defect, but only to the same extent as the purpose of the advertisement was impaired. In the event that the publishing house lets an appropriate deadline that he was set for this pass, or that the replacement advertisement is once again not free from defects, the advertiser has the right to a reduction in payment or to withdraw from the contract. Claims for damages or compensation occasioned by positive violation of a claim, negligence on conclusion of the contract and tortious acts are – even if the order was placed by telephone – excluded. Claims for damages or compensation occasioned by impossibility of performance and delay in performance are limited to compensation for the foreseeable damage and to the remuneration to be paid for the advertisement or insert in question. This does not apply to damage caused intentionally or by gross negligence by the publishing house, its legal representative or its vicarious agents. The liability of the publishing house for damages due to the lack of characteristics or features that were promised remain unaffected. In addition, in the course of business the publishing house is also not liable for the gross negligence of its vicarious agents; in the remaining cases liability towards businessmen and women for gross negligence is, in terms of scope, limited to the foreseeable damage up to the amount of remuneration to be paid for the advertisement in question. Complaints – except in the case of non-obvious defects – must be put forward within four weeks of receipt of the invoice and voucher copy.
10. Trial copies are only supplied if expressly requested. The advertiser is responsible for the correctness of the returned trial copy. The publishing house takes into account all corrections that are communicated to him within the deadline set when the trial copies were originally sent to the advertiser.
11. Re: invoicing based on print size. Inapplicable.
12. In the event that the advertiser does not make an advance payment, the invoice will, as far as possible, be sent fourteen days after publication of the advertisement. The invoice is to be paid within the time period mentioned in the price list as from the date on which the invoice was received, provided that no other terms of payment or advance payment has been agreed on in individual cases. Possible discounts for early payment will be granted in accordance with the price list.
13. In the event that the advertiser defaults or requests an extension, interest and collection fees are charged. If the advertiser defaults the publishing house can defer the implementation of the remaining current order until payment has been made and demand that advance payment be made for the remaining advertisements. If there is reasonable or legitimate doubt about the advertiser's ability to pay, the publishing house is entitled, even while the advertising contract is running, to make the appearance of further advertisements dependent on the advance payment of the sum and on the settlement of unpaid invoices irrespective of the terms of payment originally agreed on.
14. If requested to do so the publishing house will supply an advertiser's copy with the invoice. Depending on the type and scope of the advertising contract, tear sheets and the complete advertiser's copies will also be supplied. If an advertiser's copy can no longer be procured, a legally binding certification from the publishing house confirming the publication and distribution of the advertisement will take its place.

15. The advertiser is to bear the cost of producing the necessary artwork and of any substantial modifications requested by the advertiser, or for which he is responsible, to the design originally agreed on.
16. Does not apply to titles whose edition-specific circulation has to be notified to the IVW (German Information Association for the Ascertainment of Distribution of Advertising Media) – see 21. For contracts involving a series of adverts, a price reduction can be claimed if the individual circulation of each edition is on average less than the guaranteed paid circulation. A reduction in circulation shall only become a shortfall justifying a price reduction if and when it exceeds the following ratios: circulation up to 50,000 copies – 20 out of a hundred, circulation up to 100,000 copies – 15 out of a hundred, circulation up to 500,000 copies – 10 out of a hundred, circulation above 500,000 copies – 5 out of a hundred. In addition, claims for price reductions are excluded for agreements if the Publisher has notified the Customer of the reduction of the edition circulation in sufficient time for the Customer to withdraw from the contract prior to the publication of the advertisement. Any further claims are excluded.
17. In the case of box number advertisements the publishing house exercises the diligence and care of a prudent businessman when it comes to safekeeping and passing on the offers in good time. Recorded deliveries and express letters in response to box number advertisements will be sent on by normal post. Replies to box number advertisements will be kept for four weeks. Replies that have not been collected within the time will be destroyed. The publishing house will return valuable documents without being obliged to do so. The publishing house can, by individual contract, be granted the right, as an agent, to open the incoming offers instead of and in the explicit interest of the advertiser. The publishing house is not obliged to pass on offers of people trying to sell their wares and offers of mediation.
18. Artwork will only be returned to the advertiser if this has been specifically requested in writing. The publishing house is only obliged to keep such artwork for a period of three months from the time that the advertisement appeared in print and in the case of contracts from the time that the last advertisement appeared in print.
19. Place of jurisdiction and place of performance is the office of the publishing house. Additional General Terms and Conditions of the Publisher
 - a) The General and Additional Terms and Conditions of the Publisher apply by analogy to orders for supplements, appendages and technical special designs.
 - b) Each order shall only become legally valid after written confirmation by the Publisher.
 - c) Advertising agencies and advertising brokers are obliged to adhere to the Publisher's price list with regard to their offers, contracts or invoicing with clients. Remuneration for mediation paid by the Publisher to advertising agencies may not be passed on to the Customer in whole or in part.
 - d) If the advertisement price list is altered, the new conditions will immediately enter into force and apply even to current advertisement orders.
 - e) If a joint discount is claimed for associated companies, written proof of associated status will be required from advertisers. Associated companies are defined for the purposes of this provision as companies linked by a financial shareholding of at least 50 percent. Confirmation of the associated status of capital companies shall be provided by an accountant or through presentation of the last annual report. Partnerships shall prove associated status by presenting their certificate of registration. The report / certificate must be presented by the end of the insertion year. Presentation after this deadline will not result in retrospective recognition. Group discounts must always be expressly approved in writing by the Publisher. Group discounts are only granted for the duration of associated status. In the event of termination of associated status, the Publisher must be informed immediately. Termination of associated status will also result in the termination of group discounts.
 - f) Inserts are loose, printed items supplied by the Customer for inclusion with the journal. Inserts that combine advertisements from several Customers with a common theme (joint advertising) are possible subject to special agreement.
 - g) Appendages are printed items supplied by a Customer that are securely attached inside the journal. Inserts that combine advertisements from several Customers with a common theme (joint advertising) are possible subject to special agreement.
 - h) Appendages that due to their design are not recognisable as advertisements must include the word »Advertisement«. The precise details can be worked out once a sample has been presented.
 - i) The Customer is solely responsible for the content and legality of the text and images supplied for insertion. The Customer is responsible for releasing the Publisher from any third-party claims that arise against the Publisher following execution of the order, even if it is cancelled. The Publisher is not obliged to check orders and advertisements for infringement of third-party rights. If cancelled advertisements are published, Customer claims shall only result from within the framework of point 10 (above) of the General Terms and Conditions of Business. j) In the event of business disruptions or interventions by force majeure (e.g. industrial disputes, confiscation, etc.), the Publisher shall be entitled to full payment for the published advertisements if the orders are fulfilled with 80% of the guaranteed paid circulation underlying the price of the advertisements. Lower fulfillment shall be invoiced on the basis of the thousand-page price as per the guaranteed paid circulation in the price list.
 - k) The duty to store print materials shall end three months after publication of the respective advertisement insofar as no other agreement has been explicitly made.
 - l) Providing more than two colour templates, late delivery of the print matter, and requests for print alterations to the template may affect placement and print quality. Any resulting claims can only be asserted within the framework of point 10 (above) of the General Terms and Conditions of Business. The Publisher reserves the right to invoice the Customer for any additional costs incurred.

As of December 2014

Funded by:



Bavarian Ministry of
Economic Affairs and Media,
Energy and Technology



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