

# animago

## AWARD & CONFERENCE

October 25/26, 2018 in Munich's Gasteig, Germany

# Media Kit 2018

Presenter:

**DIGITAL  
PRODUCTION**

Funding Partners:



Bavarian Ministry  
of Economic  
Affairs and Media,  
Energy and  
Technology



City of Munich

Team of Excellence  
Culture  
Munich • Creative Industries

Location Partner:

**Gasteig**  
Kultur für München





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## PROJECT OVERVIEW & KEY FACTS

### AWARD CREATIVITY & INNOVATION



**Günter Hagedorn**  
Jury Chairman  
P: +49 (0)40 5552065  
E: gh@animago.com

„It's crazy how many absolutely superlative films and visualizations are submitted each year by professionals and up-and-coming artists from all over the world. Their projects are always exceptional, even though they're basically using the same tools that are available to everyone. The animago AWARD ceremony is an absolute magnet for all national and international CG artists active in the industry.

#### Key Facts

- + MORE THAN 20 YEARS OF animago AWARD**  
The animago AWARD is a worldwide renowned competition in the field of 3d animation & still, visual effects, visualization & design since 1997. So far more than 23,000 projects have taken the challenge of comparing themselves.
- + INTERNATIONAL SUBMISSIONS**  
Altogether 962 entries from 58 different nations have been submitted in 2017. Exactly 15 nominations out of 33 in total were international ones. Among the 11 prize winners were 8 projects from international artists.
- + 3,000 € PRIZE MONEY**  
In 2018 we have 12 different categories in the entry types film & still. The category Best Young Production carries prize money contributed by DIGITAL PRODUCTION totaling €3,000.

### CONFERENCE KNOW-HOW & TECHNOLOGY



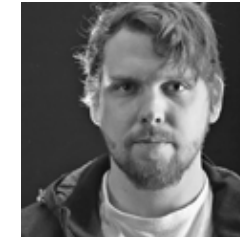
**Thomas Gronert**  
Program Director  
P: +49 (0)89 42757994  
E: tg@animago.com

„It's always amazing to see the amount of passion and hard work 3D and VFX artists put into their projects and presentations in their efforts to achieve the perfect result. They often push hardware and software to its limits and even expand it to fit their individual needs. Each year, the animago features presentations where 'kindred spirits' can gather and gain both artistic and technical inspiration for their own projects.

#### Key Facts

- + INTERNATIONAL BUSINESS CONFERENCE**  
Located in Germany this two-day gathering is a high-profile event in our business sector since 2009. International and national luminaries of the film- and postproduction industry give lectures on their current projects & technologies and a deep view into their work.
- + TOPICS**  
Animation, visual effects, visualization, design, VR & AR, game design, business, project management & technology
- + TARGET GROUP OF VISITORS**  
Professionals, creatives & young talents from all disciplines and workflows of digital media production, film making people, agencies and employees of the education & science sector

### SPONSORING & EXHIBITION DEVELOPMENT & NETWORKING



**Tobias Hager**  
Project Manager  
P: +49 (0)89 381620-596  
E: th@animago.com

„Everything comes together on two special days each year: as part of the competition, we get to see the outstanding creativity and high-end tech of the projects, at the conference we get to listen to top-notch specialists participate in keynotes and panel discussions and at the animago EXHIBITION we gain insights into all the latest tech and trends. The event is an ideal platform for product developers and service providers interested in interacting directly with the people who use their products.

#### Key Facts

- + 2017 IN FIGURES**  
About 1,000 visitors, 50 contributing companies and partners as well as 35 speakers and sessions
- + TARGET GROUP OF PARTNERS**  
Executives, decision makers, product developers, marketing experts & communication managers of software and hardware companies as well as agencies, service providers and members of the education sector
- + PRESENTATION OPPORTUNITIES**  
The animago is an excellent opportunity to present your product portfolio for example as a sponsor, exhibitor/co-exhibitor, recruiter, speaker, partner of exclusive program activities, media or event partner.





## YOUR PRESENTATION OPPORTUNITIES

Crossmedia channels associated with animago and DIGITAL PRODUCTION



AWARD



CONFERENCE



EXHIBITION



DIGITAL PRODUCTION



PRINT



ONLINE



SPONSORING

EXHIBITION &  
NETWORKING

RECRUITING &  
EDUCATION

COOPERATION &  
PARTNERSHIP

MARKETING &  
COMMUNICATION

**We look forward to  
hearing from you.**



**Michael Frank**

Head of Sales

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**Sophia Di Latte**

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## SPONSORING

### Advertising and communication benefits for all sponsor partners

#### + Logo presentation

Promotion material print & online, newsletters, website and branding of the event location as part of the total animago advertising campaign from the date of the final sponsorship confirmation

#### + Press releases

Company teaser in all press releases German and English

#### + Online

Company advert in rotation on the animago website as a rectangle format 300 x 250 px, starting from the date of the final sponsorship confirmation until end of year

#### + Social Media

Announcement of the sponsor partnership and several animago-related posts on the Facebook fan page and Twitter channel

#### + Newsletter

Top placement *brought to you by* directly above the newsletter header in format 620 x 150 px. (contacts: roughly 11,300 international subscribers (as of September 2017))

#### + Tickets for the animago EVENT

5 free conference passes for your team, which are valid for both event days including the animago AWARD gala and after-show get-together and in addition free or price reduced tickets for your customers (on request)

#### + animago MAGAZINE published by DIGITAL PRODUCTION

- Full-page print ad
  - Logo presentation on the full-page print ad
- Many Thanks to all Sponsor Partners 2018*



#### Tip

Become an animago partner and take advantage of our cross-media advertising and communication services. The following pages contain short descriptions of various partner packages. Feel free to get in touch with us if you have any other ideas about how to spotlight your company at the animago. We look forward to hearing from you!

Your direct contact is Jana Freund, P: +49 (0) 89 381620-592 | E: [jf@animago.com](mailto:jf@animago.com)



## SPONSORING

### Category sponsoring for the animago AWARD

*Benefits in addition to those on page 5*

- + animago AWARD show**  
Laudatory speech and nominee presentation for the sponsored category
- + animago CONFERENCE**
  - Presentation slot (approx. 30 min) as part of the entire conference program
  - In addition an independent *sponsored by* session (approx. 45 min) of a keynote, for example a project realization, making-of or lecture in design, usage and techniques
- + animago EXHIBITION**
  - Free booth in size 8-10 square meters including electricity supply and free wireless internet access
  - Company profile included into the animago EXHIBITION section on our website
- + Online**  
News article (German and English) on our website and in a newsletter of animago
- + DIGITAL PRODUCTION**
  - News article in German on the website (animago section) and in an editorial newsletter of DIGITAL PRODUCTION (roughly 9,000 German subscribers)
  - Banner placement in rotation as a content format 640 x 90 px on the homepage and in the animago section as well
- + animago MAGAZINE published by DIGITAL PRODUCTION**  
Short company profile and presentation of the laudator, placed together with the three nominated projects of the sponsored category

**Sponsoring package: net 12,000 €**



#### Recommendation

Also place your full-page print ad in the DP 01/19 issue, which will contain detailed descriptions of the making of each animago prize-winner. It's the ideal opportunity to showcase your company once again directly next to a behind-the-scenes look at the winner of your sponsored category.

**Special price rate for category sponsor partners: net 1,450 €**

## Categories

In 2017 the best production will be awarded in these categories:

- 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
- Best VR/AR/360°
- Best Still (Public Voting)
- Best Feature Film (Public Voting)

The deadline for participating in this year's animago AWARD is June 30, 2018.



## SPONSORING

### Exclusive guest management sponsoring

For many years, XING EVENTS ticketing software has handled the guest management for the animago with great results. We're now looking for an equally effective guest management partner interested in supporting us with on-site technical equipment (PCs / notebooks / printers) in the animago entrance area.

*Benefits in addition to those on page 5*

#### + Ticket website

Attractive and prominent company placement: the content area of our ticket subsite is free of any third party promotion

#### + eTicket

Exclusive promotion placement in a DINlang format on our eTicket (PDF file), which is automatically sent by email to all visitors after their accreditation

#### + Entrance area on location

Presentation and branding opportunities such as rollUps, banners, beach flags, brochures, flyers etc. on both event days

#### + animago CONFERENCE

Presentation slot (approx. 30 min) as part of the entire conference program

#### + animago EXHIBITION

- Free booth in size 8-10 square meters including electricity supply and free wireless internet access
- Company profile included into the animago EXHIBITION section on our website

#### + Online

News article (German and English) on our website and in a newsletter of animago

#### + DIGITAL PRODUCTION

News article in German on the website (animago section) and in an editorial newsletter of DIGITAL PRODUCTION (roughly 9,000 German subscribers)


**Sponsoring package: net 8,000 €**




#### Recommendation

Also place your full-page print ad in the DP 01/19 issue containing comprehensive post-animago coverage. This editorial section is the ideal opportunity to showcase your company once again as a sponsor partner.

**Special price rate for our guest management partner: net 1,450 €**






<b>Bestellinformationen:</b> Rechnungen: nicht verfügbar Bestelldatum: 29.04.2016 Ticketnummer: 1 von 1	<b>Kontakt für Rückfragen:</b> XING Events GmbH Sandstr. 33 80335 München Deutschland	<b>Veranstalter dieses Events:</b> ATEC Business Information GmbH animago 2016 Hackerbrücke 6 80335 München Deutschland USt-IdNr.: DE 270819423
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**Ihr Ticket für animago AWARD & CONFERENCE 2016**


Sehr geehrte(r) J. Doe,

dies ist Ihr Ticket für "animago AWARD & CONFERENCE 2016" vom 27. Oktober 2016 bis 28. Oktober 2016, welches Sie am 29. April 2016 bestellt haben. Es genügt, wenn Sie dieses Ticket ausdrucken und zur Veranstaltung mitbringen. Sollten Sie Fragen zu Ihrer Bestellung haben, so wenden Sie sich bitte an den XING Events Support unter support@xing-events.com.


Mit freundlichen Grüßen  
Ihr XING Events Team



TICKET



**animago AWARD & CONFERENCE 2016**  
 ■ 27. Oktober 2016 10:00 bis 28. Oktober 2016 16:00  
 ■ Munich's Culture Center GASTEIG, Germany  
 Rosenheimer Straße 5, 81667 München, Deutschland



Student/Trainee/Pupil Ticket, 2 days € 58,00  
 J. Doe





## SPONSORING

### Sponsoring for exclusive activities and interactive events

The animago already has some unique activities, such as the DIGITAL PRODUCTION lounge, the Sketch Battle, the Photo-Fun-Box and prize draws; but if you have any other ideas you think might get our guests' hearts and minds pumping, feel free to contact us! We're interested in hearing your suggestions on how to generate even more activities to complement the expert lectures at the animago conference. Contact us with any ideas you might have!

*Benefits in addition to those on page 5*

#### + animago LOCATION

Presentation and branding opportunities such as rollUps, banners, beach flags, brochures, flyers etc. on both event days

#### + animago EXHIBITION

- Free booth in size 8-10 square meters including electricity supply and free wireless internet access
- Company profile included into the animago EXHIBITION section on our website

#### + Online

News article (German and English) on our website and in a newsletter of animago

#### + DIGITAL PRODUCTION

News article in German on the website (animago section) and in an editorial newsletter of DIGITAL PRODUCTION (roughly 9,000 German subscribers)

**Sponsoring package: net 6,500 €**



#### Recommendation

Also place your full-page print ad in the DP 01/19 issue containing comprehensive post-animago coverage. This editorial section is the ideal opportunity to showcase your company once again as a sponsor partner.

**Special price rate for sponsor partners: net 1,450 €**



## SPONSORING

### Exclusive sponsoring for the official champagne reception, catering and get-together

Are you interested in showcasing your company exclusively while also doing some networking and joining with us to ensure the culinary satisfaction of all of our guests in a relaxed atmosphere on the evening of the animago AWARD presentation? If so, our animago AWARD night with its pre-ceremony champagne reception and post-ceremony gathering is exactly the right time and place for you.

*Benefits in addition to those on page 5*

#### **Champagne reception**

Official welcome words together with the animago presenter to open up the animago AWARD show

#### **animago LOCATION**

Branding opportunities in the catering and lounge area for example with logo presentation on glasses, napkins, menu or additional decoration elements and promotion material, e.g. special colored straws

#### **Get-together**

Your own cocktail creation after the animago AWARD show - invite the animago guests to taste and clink glasses

*Sponsoring package: net 6,500 €*



#### **Recommendation**

Also place your full-page print ad in the DP 01/19 issue containing comprehensive post-animago coverage. This editorial section is the ideal opportunity to showcase your company once again as a sponsor partner.

*Special price rate for sponsor partners: net 1,450 €*





## SPONSORING

### In-kind sponsoring for the animago AWARD & CONFERENCE

We are happy to enjoy your support, for example technical equipment, pieces of lounge furniture, prizes for raffles, culinary treats or other cool ideas to make the animago a successful event for all our guest.

#### + Crossmedia communication

Your company and products will be publicized in the lead-up phase on all event-related communication channels of animago and DIGITAL PRODUCTION and as well integrated into the branding, decoration and atmosphere of the event location

#### + Inclusive benefits

In-kind sponsor partners receive of course all marketing and communication benefits, which are listed on page 5

#### + Media value

The media value and possible promotion activities in addition will be individually defined based on the scope of the in-kind services

*Exciting ideas are welcome and we look forward to your contact!*



#### Recommendation

Also place your full-page print ad in the DP 01/19 issue containing comprehensive post-animago coverage. This editorial section is the ideal opportunity to showcase your company once again as a sponsor partner.

**Special price rate for in-kind sponsor partners: net 1,450 €**





## EXHIBITION | RECRUITING

### Exhibition & Networking

#### + Booth size

8-10 square meters including electricity supply and free wireless internet access

#### + Online

- Company profile included into the animago EXHIBITION section on our website
- News teasers about the animago EXHIBITION and its participating companies in several animago newsletters

#### + Social Media

Announcement of participating companies and several animago-related posts on the Facebook fan page and Twitter channel

#### + Tickets for the animago EVENT

3 free conference passes for your team, which are valid for both event days including the animago AWARD gala and after-show get-together and in addition price reduced tickets for your customers (on request)

#### + animago MAGAZINE published by DIGITAL PRODUCTION

- Half-page print ad horizontal format
  - Logo presentation on the full-page print ad
- Many Thanks to all Exhibition Partners 2018*

#### Exhibition stand sublet:

If you're interested in sharing your exhibition stand with another company, we would charge each stand occupant 850 € plus VAT. Of course, your fellow exhibitor would enjoy the same communication services you do.

#### Please note:

For decoration and branding or technical equipment of your booth you are generally responsible by yourself. Do not hesitate to contact us for questions and if you need any assistance.

**Exhibitors package in total: net 2,500 €**



#### Recommendation

Also place your half-page print ad in the regular DP 06/18 issue, which will be published simultaneously to the animago magazine on 22nd October. It's the ideal opportunity to have a two-fold presence as an exhibitor this year.

**Special price rate for exhibitors: net 950 €**



## EXHIBITION | RECRUITING

### Recruiting & Education

The **Recruitment & Education Area** at the animago AWARD & CONFERENCE brings together established industry professionals with up-and-coming talent. This is where HR managers can connect with promising young artists and also where industry reps can get to know the department heads and professors involved in the latest degree programmes. Whether you represent a studio, agency or educational institution, we invite you to join us and foster exciting new synergies between industry and training.

#### + Booth size

4-6 square meters including electricity supply and free wireless internet access

#### + Online

- Company profile on the **animago Website** as news post and inside EXHIBITION section
- Sponsored company profile on DIGITAL PRODUCTION website (Homepage, animago News section)
- News teaser about the animago EXHIBITION and its participating companies in several animago newsletters

#### + Social Media

Announcement of participating companies and several animago-related posts on the Facebook fan page and Twitter channel

#### + Tickets for the animago EVENT

5 free conference passes for your team, which are valid for both event days including the animago AWARD gala and after-show get-together and in addition price reduced tickets for your customers (on request)

#### + animago MAGAZINE published by DIGITAL PRODUCTION

- half page print ad
  - Logo presentation on the full-page print ad
- Many Thanks to all Exhibition Partners 2018*

#### Please note:

For decoration and branding or technical equipment of your booth you are generally responsible by yourself. Do not hesitate to contact us for questions and if you need any assistance.

**Presentation package in total: net 1.150 €**



#### Recommendation

Also place your half page print ad in the regular DP 06/18 issue, which will be published simultaneously to the animago magazine on 22nd October. It's the ideal opportunity to have a two-fold presence as an exhibitor this year.

**Special price rate for exhibitors: net 950 €**





## MEDIA PARTNERSHIPS & COOPERATIONS

Support the animago by presenting and publicizing it on your own media platform.  
As a thank-you, we can offer the following print, online & social media services in return.

### + animago MAGAZINE published by DIGITAL PRODUCTION

- Half-page print ad horizontal format
- Logo presentation on the full-page print ad  
*Many Thanks to all Media Partners 2018*

### + DIGITAL PRODUCTION

Half page print ad horizontal format in the regular DP issue 06/18 or alternatively in issue 01/19

### + Online

Banner placements as a rectangle format 300 x 250 px in rotation on the animago website until end of the year, starting with the official signed media agreement

### + Newsletter

Banner placements as a content format 560 x 90 px or alternatively text ad with max. 300 characters in our animago newsletters

### + Mailing

Standalone newsletter to our roughly 11,300 international animago subscribers (as of September 2017)

### + Logo presentation

- Into the official PARTNER-section on our animago website
- At the animago AWARD & CONFERENCE on 25/26 October 2018 (posters, video slide shows, program flyer)

### + Social Media

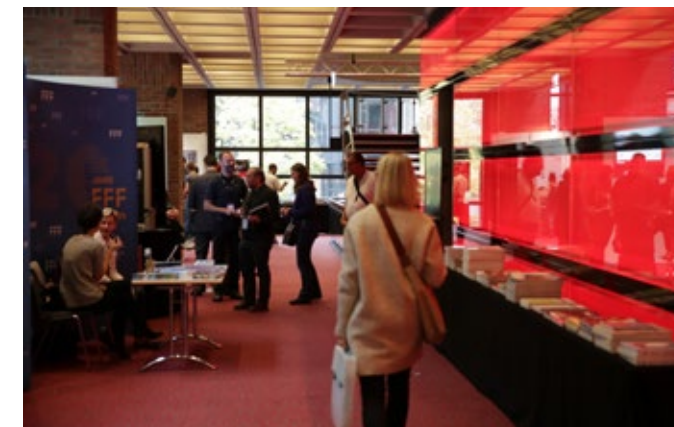
Announcement of media partnership and several animago related posts on the Facebook fan page and Twitter channel

### + Tickets for the animago EVENT

2 free conference passes for your team, which are valid for both event days including the animago AWARD gala and after-show get-together and as well free press accreditations for your editorial team

### + Special interest desk

Presentation of your magazines or advertising material (copies: 100, delivery date: tba)



**Do you have further promotion ideas? Your direct contact person is**  
**Sophia Di Latte, P: +49 (0) 89 381620-593 | E: [sdl@animago.com](mailto:sdl@animago.com)**



## animago MAGAZINE

The special publication of DIGITAL PRODUCTION

Standard advertising sizes (Technical information on next page)		Bleed	Type area	Price*
		420 x 297 mm	390 x 270 mm	on request
	Cover	210 x 297 mm	180 x 270 mm	5,760 €
	Inside			4,950 €
		210 x 150 mm	180 x 133 mm	2,990 €
		210 x 102 mm	180 x 86 mm	2,700 €

\* All prices indicated are net prices that do not include 19% VAT



### Your insert in the animago MAGAZINE

Achieve more advertising impact via loose-insert printed materials, such as prospects, flyers or postcards. Just ask us how!



**Edition:** 6,000 copies  
**Publication date:** October 22, 2018 (bundled with regular DP issue 06/18)  
**Advertising copy deadline:** September 07, 2018  
**Print document deadline:** September 14, 2018  
**Delivery deadline for inserts:** October 05, 2018 (before 8 a.m.)

## animago MAGAZINE

### The special publication of DIGITAL PRODUCTION

### Technical data

In order to accelerate and optimize the production processes of our publications, DETAIL 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.

### Formats

- The printable data file must be created according to PDF/X1a or PDF/X3 standards 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 an image resolution.
- The data file must be generated in the actual size (100 %).
- For sizes larger than 1/1 page, each page must be generated separately (including allowance for trim). Montage will be carried out by the printer.
- Allow 3 mm trim for bleed elements.
- The size of the advertisement must correspond to the size specified in the advertising order.

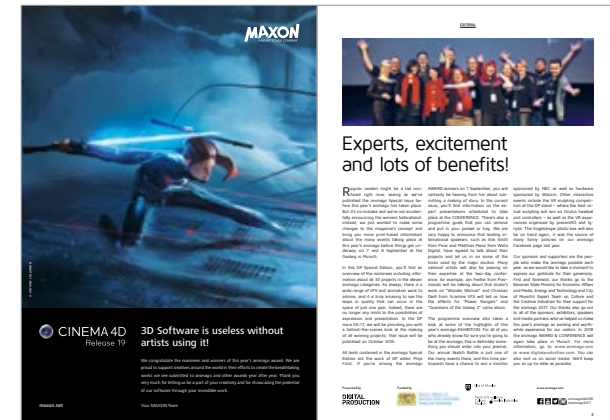
### Proof

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



### Looking for more attention? Try a double placement!

The special animago edition is sent in a bundle with the regular DIGITAL PRODUCTION issue 06/18 to all subscribers and also to retail outlets. Contact us directly to find out more about our special conditions in the case of a double placement.



## animago ONLINE

### Website and newsletter

Website German/English | [www.animago.com/en](http://www.animago.com/en)

### Coverage

- Page Impressions: 7,000 (monthly average in 2017)
- Unique Users: 2,500 (monthly average in 2017)

### Banner placement

Rectangle format (300 x 250 px) in rotation as animated GIF, JPG or SWF, max. 100 kB: monthly price rate 690 €\*  
.....

## animago newsletter

Contacts: roughly 11,300 international subscribers, as of September 2017

### Web banner

Non-animated GIF, JPG or PNG format, max. 100 kB

- Header placement in size 620 x 150 px: 800 €\*  
 Content placement in size 560 x 90 px: 480 €\*  
 Footer placement in size 620 x 150 px: 430 €\*

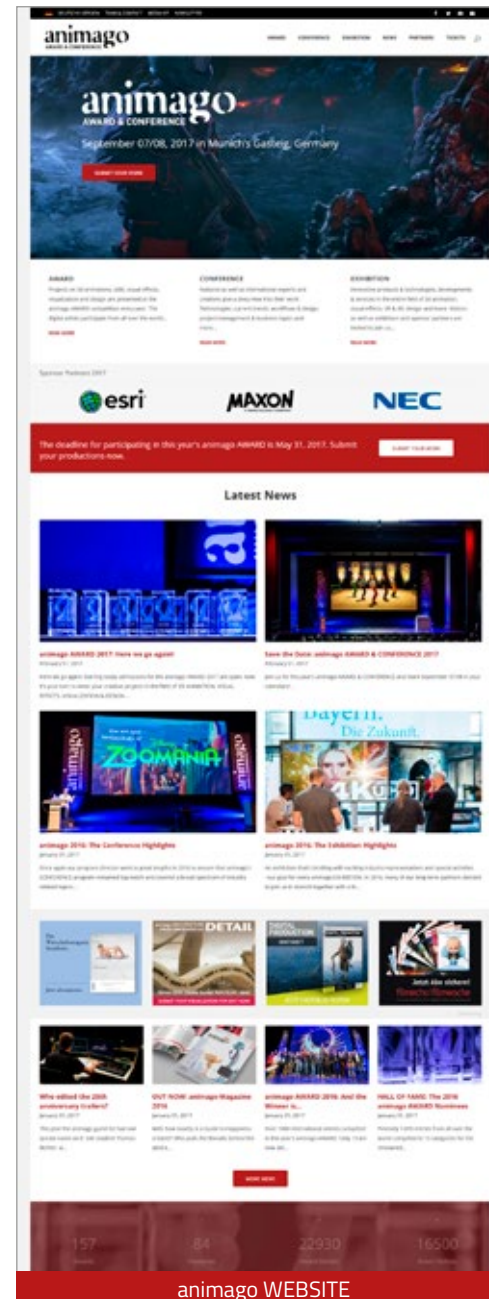
### Text ad

Max. 300 characters incl. spaces + logo/image as content placement: 480 €\*  
.....

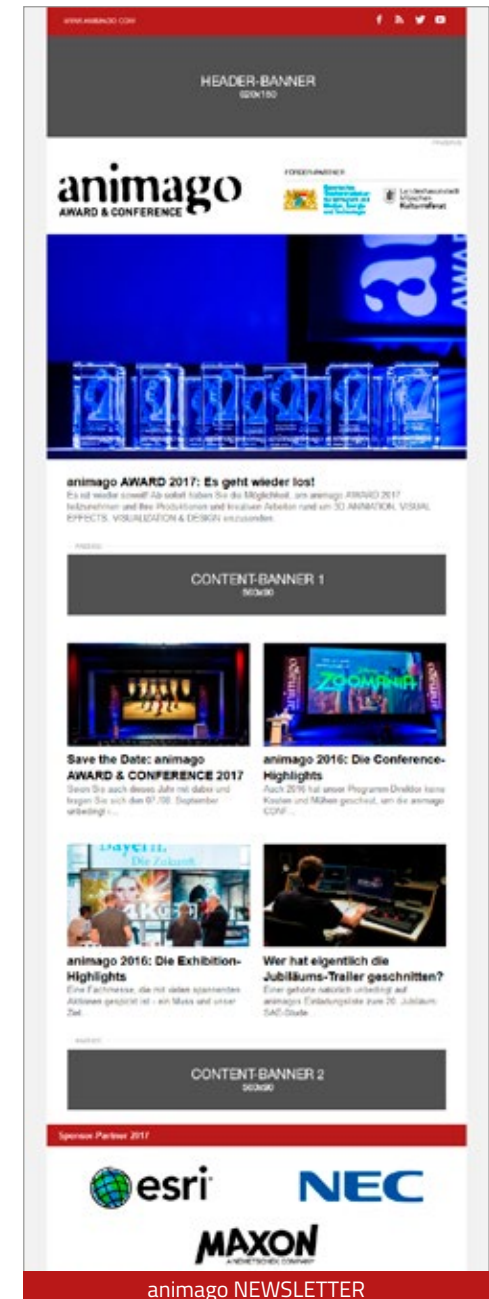
### Standalone mailing

Mailing to all newsletter subscribers: price on request

\* All prices indicated are net prices that do not include 19% VAT



animago WEBSITE

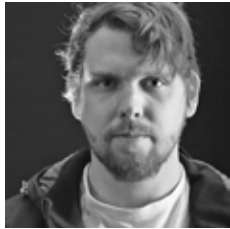


animago NEWSLETTER





## YOUR DIRECT CONTACTS



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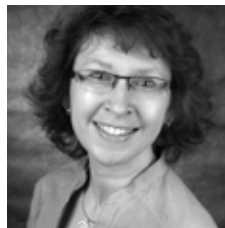
**Sophia Di Latte**

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E: [disposition@digitalproduction.com](mailto:disposition@digitalproduction.com)



## 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 fulfilment 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 at December 2014

## 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 Munich

Bank Code: 700 700 10

Account Number: 170 33 88 00

VAT ID Number: DE 27 0819423

IBAN: DE 86 7007 0010 0170 3388 00

SWIFT / BIC: DEUTDEMM

## DETAIL | Business Information

### DETAIL Business Information GmbH

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