Vakuum in Forschung und Praxis
www.vip-journal.de

MEDIA GUIDE

The only journal on vacuum coating and related technologies
Overview

Short description

Vakuum in Forschung und Praxis (VIP) is the expert journal covering ion- and plasma-based vacuum coating methods and related technologies. This editorial focus is unique in German-speaking countries and serves as a link between research and practice.

VIP is aimed at scientists, engineers and technicians working in development, design, product management, marketing and sales. Carefully selected articles describe the fundamentals, further developments, applications and perspectives of vacuum coating – a key process in many high-tech markets.

The magazine part contains news on the markets and research institutes, networks and associations as well as product information, conference reports and upcoming events. Practice-oriented glossary articles summarize basic knowledge on relevant processes and methods, while the physical and technical background is presented for new products.

In addition, VIP offers the latest news from the sector on the pro-physik.de physics portal and a subscription to the online version via the WILEY ONLINE LIBRARY.

Quality connects

According to the b2b Decision Maker Analysis by Deutsche Fachpresse, trade magazines are the primary source for information on products and services. Trade magazines highlight trends and market developments, initiate purchasing decisions and enjoy the highest level of credibility.

Advertisers take advantage of this positive image. Decision makers perceive those companies that continuously advertise in trade magazines as relevant suppliers in the market.

You too can rely on Wiley’s print and online publications as well as on our strong brands.

Trade magazines reach 94% of the b2b target group with their print and online publications.

physik-journal.de • pro-physik.de • vip-journal.de • WileyOnlineLibrary.com • imaging-git.com • photonicsviews.com • md-Automation.de • inspect-online.com
Prices & Formats

ADVERTISEMENTS  WIDTH / HEIGHT (mm)  PRICE € 4C
1/1 Page  187  250  5,750
2/3 Page  120  250  4,540
2/3 Page  187  166  4,540
Juniorpage  119  186  4,130
1/2 Page portrait  90  250  3,610
1/2 Page landscape  187  125  3,610
1/3 Page portrait  60  250  2,900
1/3 Page landscape  187  84  2,900
1/4 Page portrait  90  128  2,440
1/4 Page landscape  187  63  2,440
1/8 Page portrait  60  63  1,950
1/8 Page landscape  187  30  1,950

PROMINENT POSITIONING  PRICE €
Front Cover & Caption  4,920
2nd or 4th cover  6,080

SURCHARGES  PRICE €
Ads extending into bleed area  300
Surcharges are not eligible for discount

INSERTS  WIDTH / HEIGHT (mm)  PRICE €
1 sheet = 2 pages*  210  297  4,490
2 sheet = 4 pages*  420  297  6,740
Price for inserts without stuck-on post cards or samples for the entire print run

LOOSE INSERTS  WEIGHT  PRICE €
loosely inserted up to 25 g per item and up to a format of 200 x 287 mm (only for German distribution)
Print run 3,000 copies up to 25 g  2,350
Heavier supplements upon request

DISCOUNTS
for several ads within 12 months (year of insertion)
3 Advertisement  5 %
6 Advertisement  10 %
9 Advertisement  15 %
12 Advertisement  20 %
Jobs and opportunities ads are not eligible for discount

We grant combination discounts.
Requirements: At least three ads in two or more journals.
Min. Size 1/4 page DIN A4.
Within 12 months (year of insertion).

Terms of Payment:
Payment within 30 days without deduction.
3 % direct debit discount.
All prices are subject to 19 % VAT.
The new price list comes into effect on 1 October 2019 and supersedes all previous price lists.

Bank details:
JP Morgan AG, Frankfurt
BLZ 501 108 00, Konto Nr. 61 61 51 74 43
S.W.I.F.T.-Adr.: CHASDEFX
IBAN: DE55 5011 0800 6161 5174 43
or cheque:
WILEY-VCH Verlag GmbH & Co. KGaA,
P.O. Box 10 11 61, D-69451 Weinheim
VAT-Id.No.: DE 813 481 633
Prices & Formats

List of Products & Suppliers
Each issue of Vakuum in Forschung und Praxis contains a list of suppliers for all areas of vacuum and plasma technology and thin films. The printed line is 45 mm wide and includes around 34 characters. Spaces count as characters. The sections are in German and English and can be added to at any time. List of supplier entries are run until cancelled. Minimum booking is for one year (= 6 issues).

All entries are additionally placed online on www.pro-physik.de free of charge.

PREMIUM ENTRY
Entry up to seven lines for company and contact details and company logo up to 10 mm logo height, 4c
Company logos are placed above the address

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>130</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC ENTRY</td>
<td>70</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DISCOUNTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6 keywords or more</td>
<td>5%</td>
</tr>
<tr>
<td>12 keywords or more</td>
<td>10%</td>
</tr>
<tr>
<td>18 keywords or more</td>
<td>15%</td>
</tr>
</tbody>
</table>

Example for premium entry
ALMA driving-elements GmbH
Obere Heeg 5
97852 Schollbrunn
Tel. +49 9394 9700-0
Fax +49 9394 9700-30
info@alma-driving.de
www.alma-driving.de

Example for basic entry
METALLIC FLEX GmbH
Tel. 0049 5606 563 174
info@metallicflex.de
www.metallicflex.de

SERVICES PRINT AND ONLINE
Vakuum in Forschung und Praxis circulation per issue | 3,000
Unique visitors pro-physik.de each month | 37,000
Page impressions each month | 107,000
Visits each month | 55,000
Source: Google Analytics

Formats

1/1 Pages
Type Area/ Bleed Size
187 x 250 mm
Bleed Size: 210 x 297 mm + 3 mm Overlap on all sides
Final Size: 216 x 303 mm

1/2 Pages
Type Area/ Bleed Size
portrait: 90 x 250 mm
landscape: 187 x 125 mm
Bleed Size: portrait: 102 x 297 mm
landscape: 210 x 147 mm + 3 mm Overlap

Junior-page
Type Area/ Bleed Size
119 x 186 mm
Bleed Size: 134 x 209 mm + 3 mm Overlap

1/4 Pages
Type Area/ Bleed Size
landscape: 90 x 128 mm
portrait: 187 x 63 mm
Bleed Size: landscape: 106 x 151 mm
portrait: 210 x 82 mm + 3 mm Overlap

1/8 Pages
Type Area/ Bleed Size
landscape: 90 x 63 mm
portrait: 187 x 93 mm
Bleed Size: landscape: 100 x 86 mm
portrait: 210 x 48 mm + 3 mm Overlap
### Dates & Contents

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>Publishing Date</th>
<th>Advertising Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20 February 2020</td>
<td>22 January 2020</td>
</tr>
<tr>
<td>2</td>
<td>9 April 2020</td>
<td>5 March 2020</td>
</tr>
<tr>
<td>3</td>
<td>15 June 2020</td>
<td>6 May 2020</td>
</tr>
<tr>
<td>4</td>
<td>24 August 2020</td>
<td>21 July 2020</td>
</tr>
<tr>
<td>5</td>
<td>12 October 2020</td>
<td>8 September 2020</td>
</tr>
<tr>
<td>6</td>
<td>7 December 2020</td>
<td>3 November 2020</td>
</tr>
</tbody>
</table>

### Trade Shows/Conferences

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>W3 Fair + Convention</td>
<td>Hanover, Germany</td>
<td>February 26–27</td>
</tr>
<tr>
<td>DPG-Tagungen</td>
<td>Dresden, Germany</td>
<td>March 09–13</td>
</tr>
<tr>
<td>DPG-Tagungen</td>
<td>Bonn, Germany</td>
<td>March 15–20</td>
</tr>
<tr>
<td>InterSolar Europe</td>
<td>Munich, Germany</td>
<td>June 17–19</td>
</tr>
<tr>
<td>POWTECH</td>
<td>Nuremberg, Germany</td>
<td>September 29 – October 01</td>
</tr>
<tr>
<td>ansalytica</td>
<td>Munich, Germany</td>
<td>March 31 – April 03</td>
</tr>
<tr>
<td>VISION</td>
<td>Stuttgart, Germany</td>
<td>November 10–12</td>
</tr>
<tr>
<td>Composites Europe</td>
<td>Stuttgart, Germany</td>
<td>November 10–12</td>
</tr>
<tr>
<td>eMove360°</td>
<td>Munich, Germany</td>
<td>October 20–22</td>
</tr>
</tbody>
</table>

### Knowledge Compact:

- **Lexicons:** Vacuum for Users, Surface Analytics
- **GIG:** Learned is Learned: Fundamentals of Vacuum Technology

### Permanent Sections

- **News:** Industry and Research
- **Products:** Information and Reports
- **Community:** Companies, Institutes, Persons
- **Events:** Preview and Follow-Up of Trade Fairs and Conferences
- **Perspectives:** New Applications, New Processes, Future Markets

### Focus Areas

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Vacuum Technology &amp; Artificial Intelligence</th>
<th>Turning Book</th>
<th>Sputter Technology &amp; Electromobility</th>
<th>Materials for Vacuum and Space</th>
<th>Leak Detection &amp; Barrier Coatings</th>
<th>Tribology &amp; Sustainability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil-free Vacuum Pumps</td>
<td>Lexicon – Vacuum for Users</td>
<td>Plasma Sources, (Magnetrons, Beam Sources)</td>
<td>Pump Units, Testing Chambers and Procedures</td>
<td>Portable Pumping Systems</td>
<td>Lifetimes of Vacuum Pumps</td>
<td></td>
</tr>
<tr>
<td>Semiconductor Coating, Chip Manufacturing</td>
<td>Clean Room Technology</td>
<td>Sputtering Systems and Components</td>
<td>Metals, Plastics, Disposables</td>
<td>Leakage Tests, Standards in Leak Detection</td>
<td>Wear Protection Coatings, Reduction of Friction Coefficient</td>
<td></td>
</tr>
<tr>
<td>Clean Room Technology</td>
<td>Simulation-based Prediction of Layer Properties</td>
<td>Sputtering Targets for High Precision Coatings</td>
<td>Seals, Feedthroughs</td>
<td>Impermeable Encapsulations</td>
<td>Analysis of Internal and External Surfaces</td>
<td></td>
</tr>
<tr>
<td>Smart Glazing</td>
<td>Pumps, Digitalization &amp; Sensors:</td>
<td>Smart Glazing</td>
<td>Coatings for Space Applications</td>
<td>Food Packaging</td>
<td>Automotive Applications</td>
<td></td>
</tr>
</tbody>
</table>

---

**KNOWLEDGE COMPACT:**

Lexicons: Vacuum for Users, Surface Analytics  |  **GIG** – Learned is Learned: Fundamentals of Vacuum Technology
No matter how you turn it:
Top content – Top advertising space!

The April 2020 issue is the first turnaround book on vacuums in research and in practice:

Two issues in one – a quick flip can take you from the April issue, which focuses on pumps, digitisation & sensor technology, to our lexicon Vacuum for Users, with tips and tricks for working with vacuum systems.

Information and “How-to” at your fingertips: typical questions frequently asked by users are linked to the experts’ answers – not only in the print edition but also in our VIP Online Plattform. This platform can present a company’s solutions as videocasts pinpointed to the user’s questions through cross-linking.

Price per videocast: € 1,200.00

Advertisers in the Turnaround Book will receive a half-page company profile in the April issue free of charge.

Excerpts from the lexicon content:

- application-dependent selection and dimensioning of pumps, vacuum chambers and pipings
- combination and gradation options for pumps
- calibration of gauges
- influence of deorption on the pump down time in high vacuum
- preventive maintenance and maintenance intervals of vacuum pumps
- prevention of plant and production downtime
- leak detection
- leak testing on coating equipment
- reduction of the measuring time of a leak detector
**Advertorials**

**Advertorial**
An advertorial is the best way to present comprehensive information about your products and applications using your own corporate identity – you are responsible for both the content and layout. There are no editorial changes, removing the need for a second, time-consuming print approval, making this particularly attractive for global companies.

Advertorials can just as easily be designed using the journal’s layout, allowing for an image transfer from the journal to the product/application while increasing brand sympathy.

Advertorials convey a high degree of credibility, resulting in a greater awareness and advertising efficacy among the readership.

<table>
<thead>
<tr>
<th>ADVERTORIAL</th>
<th>PRICE €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>6,130</td>
</tr>
<tr>
<td>3 pages</td>
<td>8,715</td>
</tr>
<tr>
<td>4 pages</td>
<td>11,480</td>
</tr>
</tbody>
</table>

* all rates include two full PDF correction runs. Only from the third PDF on there will be charged 45 € per PDF as handling fee.

**Technical Details**

**Journal format**
210 x 297 mm (W x H), DIN A4
187 x 250 mm (W x H), type area
Columns: 3, column width 59 mm or
Columns: 4, column width 45 mm

**Printing and binding**
Offset, adhesive
Print profile: ISO Coated_v2

**Colors**
Euroscaled

**Delivery via e-mail:**
sedam@wiley.com

**Only the following file formats can be processed:**
PDF (.pdf) created with print optimization.
EPS (.eps)
Tiff or JPEG (non-compressed)

**Unsecured files:**
Photoshop
InDesign

**Please note the following:**
The document names (including the images) may not contain umlauts, spaces or special characters.
The images, logos and fonts used in the advert are to be delivered with the unsecured files.
The documents may not contain any images or colors in RGB mode (only in CMYK), otherwise a binding color separation is not possible.
Grayscale (b/w) and 4-color images and figures must have a minimum resolution of 300 dpi, line drawing at least 600 dpi.
We accept all normal data media.
Please fax a copy of all adverts to the advertising dept.
Fax: +49 (0) 6201 606-100

**Delivery via e-mail** sedam@wiley.com

WILEY-VCH GmbH & Co. KGaA
Silvia Edam
Boschstraße 12
69469 Weinheim
Tel.: +49 (0) 6201 606-570
Fax: +49 (0) 6201 606-790
Product of the Month

Information about your product along with your company’s name and a picture is presented on all pages (except job ads section) on the pro-physik.de portal and in e-newsletters.

Additionally, your product highlight remains for a total of six months (4 weeks thereof on one of the first 4 positions) in the portal’s product database.

And, thirdly, the product information features prominently in the corresponding monthly issue of Physik Journal (print run: 60,000).

Cost: € 1,845

Webinar

A Webinar is an audiovisual online presentation, 60 minutes long.

The publisher supplies: Technology, presenter, acquisition of participants, recording available for 12 months on pro-physik.de, contact details of participants.

Cost per Webinar: € 12,810.

Content Ad

The content ad is prominently placed on the entry page of the portal and thus attracts much attention.

In the content ad you can present your product, service, or event as an advertorial, i.e., in editorial style. It contains an image or logo, a short text, and a direct link to your desired page.

You can also present your white paper with a teaser text, image, and a link.

Cost/month € 1,485

Banner

<table>
<thead>
<tr>
<th>Banner format</th>
<th>Price €/Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (728 x 90 px)</td>
<td>1,250</td>
</tr>
<tr>
<td>Wide skyscraper (160 x 600 px)</td>
<td>1,455</td>
</tr>
<tr>
<td>Rectangle (180 x 150 px)</td>
<td>1,190</td>
</tr>
</tbody>
</table>

We will be happy to provide further information about online advertising options on pro-physik.de
Microsites
Focusing on your Topic

Microsites enable you to focus on a specific topic, thereby addressing potential customers specifically. This makes them an ideal tool for breaking into new markets, strengthening your image as an opinion leader and expert or establishing yourself in a new field and creating demand for your products. Whatever the goal of your communication might be, the success of a Microsite depends heavily on relevant and high quality content. Use our editorial content, our journalistic competence and our media to achieve success. Profit from the image transfer, credibility and scope of our media and use our target group portals as neutral platforms and disseminators.

<table>
<thead>
<tr>
<th>Microsite “BASIC”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (as agreed), Banners and Product features provided by the client **</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 1 x Product Feature in e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 6 months; 2 x Product Feature in e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 12 months; 3 x Product Feature in e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tariffs Microsite “BASIC” *</td>
<td>6 weeks</td>
<td>€ 8,750</td>
<td>€ 15,500</td>
<td>€ 27,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsite “PREMIUM”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Creation of the site, Hosting, Project Management, Evaluation, Online editing (if desired/agreed to), Banners and Product features provided by the client **</td>
<td>At least 6 weeks for conception and promotion</td>
<td>3 months</td>
<td>6 months including 1 exchange of editorial content</td>
</tr>
<tr>
<td>Promotion</td>
<td>1 x Banner on Portal for 3 months; 2 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 6 months; 4 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 x Banner on Portal for 12 months; 6 x Product Feature in e-Newsletter; 1 x Full Banner e-Newsletter</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tariffs Microsite “PREMIUM” *</td>
<td>6 weeks</td>
<td>€ 10,750</td>
<td>€ 19,250</td>
<td>€ 34,250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microsite “Stand alone”</th>
<th>Pre Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
<th>Running Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Service</td>
<td>Multiply configurable websites based on Wordpress, incorporation of diverse media possible, search function, registration possibilities, external news feeds, incorporation of social media, optimization for mobile devices, evaluation etc.</td>
<td>3 months</td>
<td>6 months</td>
<td>12 months</td>
</tr>
<tr>
<td>Lead Generation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flexible Format</td>
<td>PDF, ePub, mobi for PC, tablet, e-reader</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exclusivity of Topics</td>
<td>None of your market competitors can publish an EKB on the topic you selected (for 1 year)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding</td>
<td>Your logo on the publication, on the EKB website and on all advertising material. Backlink to your website.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Image Transfer</td>
<td>Co-branding with corresponding Wiley brands (e.g. B2B titles).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>Banner advertising for 2 months on relevant B2B portals or on the Wiley Online Library, banner or product feature in a relevant newsletter and news feature on the landing page.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optional</td>
<td>Multimedia features, print-run, and additional marketing resources, available on request</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic price</td>
<td>€ 15,640</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Digital Guides!
Essential Knowledge Briefings (EKB)

Wiley’s Essential Knowledge Briefings (EKBs) offer a concise overview (5,000 words in length) of trending topics or technologies within highly specialized fields.

Reviewed and updated annually, EKBs are an essential resource for professionals in both academia and industry looking to update their understanding of key developments within each specialty.

Take your brand further or shape your market by sponsoring an EKB that delivers highly specialized content to your target audiences. Sponsorship opportunities are available within science and engineering, and healthcare.

Wiley Online Library, banner or product feature in a relevant newsletter

www.essentialknowledgebriefings.com
Beyond Brand Advertising

Reach your Community in a new way - Take advantage of our journals and industry-specific contacts, and our know-how from more than 200 years of publishing.

General Terms and Conditions for Advertisements, Supplements, Digital and Online Advertising

1. These General Terms and Conditions shall apply to all contracts (hereinafter referred to as “orders”) relating to the publication of one or several adverts of fire advertisement (hereinafter: “client”) in the magazines of Wiley-VCH GmbH & Co KGaA (hereinafter: “publisher”) for the purpose of dissemination and relating to the placement and issuance of such adverts. The client applies for ordering appropriate advertising space in the magazines published by the publisher. The client acknowledges these General Terms and Conditions and agrees to the order.

2. Offering, conflicting or supplementary general terms and conditions of advertising client shall not be recognized as an integral part of the contract, unless the publisher expressly agrees to it.

3. The following shall apply to clients wishing to place more than one advert: The discounts shown in the advert price list are only granted for advertising which appear in a printed publication. Any additional costs resulting from the性质 or type of the advert, e.g. the file format or the transmission method, are to be borne by the client. Should any differences be made in the terms and conditions of the advert, the publisher reserves the right to request repayment of any discounts granted.

4. The client is responsible for punctual delivery of proper ready-to-print material or supplements for delivery of printed material of any kind. If the publisher discovers computer viruses in a file, the file will be deleted immediately without the possibility of the client making any related claim.

5. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video is played), the client is responsible for ensuring that any such advertising is free of any computer viruses. If such viruses are found, the file will be deleted immediately without the possibility of the client making any related claim.

6. Orders for adverts and other marketing material to be published specifically and exclusively in specific issues, specific publications or in specific parts of the magazine, including the insertion of advertising material, shall be free from any computer viruses. The client is responsible for ensuring that any such advertising is free of any computer viruses.

7. Adverts and online advertising not directly recognizable as adverts because of their editorial layout will be clearly marked with the word “Advert” by the publisher.

8. A contract for advertising material or supplements in the magazines published by Wiley-VCH GmbH & Co KGaA (hereinafter: “publisher”) for the purpose of dissemination is concluded upon the acceptance of the client’s order by the publisher. The publisher reserves the right to reject orders. The client shall be entitled to receive further adverts in addition to the volume stated in the order within the agreed timeframe on that basis and clause 3.1.

9. Order cancellations must be written in writing. The cancellation charge imposed in the case of cancellation on the deadline date for the placement of the advertisement (or thereafter) is the total order value in each specific instance, however, the client is expressly granted the right to prove that the contractor suffered no loss or only a lower loss.

10. The publisher shall be entitled to alter the timeframe given to him to elapse or should the replacement advert be a different size than has been agreed upon signing of the contract. The size of discount is based on volume. If, within the agreed timeframe, fewer adverts are placed than finally agreed, the publisher shall be entitled to adjust the discount based on the difference between the actual and agreed number of adverts.

11. Upon contract signing, the client shall be entitled to release further adverts in addition to the volume stated in the order within the agreed timeframe on that basis and clause 3.1.

12. In the case of audio and/or video linked advertising (e.g. banners that cause a pop-up window to open when clicked on, in which audio and/or video is played), the publisher reserves the right to request repayment of any discounts granted.

13. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list, or for advertising content which do not meet any technical requirements stipulated in the advert price list. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list.

14. The client’s claims for damages shall be excluded unless provided for otherwise hereinafter. This exclusion of liability shall also apply in favour of the publisher’s legal representatives and vicarious agents in the event that the client’s claims arise against them.

15. Claims for compensation for death, injury or health effects as well as claims for damages caused by a violation of essential contractual obligations shall be excluded from the liability exclusion in paragraph 1 particularly concerning so-called statutory obligations. Essential contractual obligations shall mean obligations, the fulfilment of which is necessary in order to achieve the objectives of the contract. Liability for damages caused by intentionally or grossly negligent violations of essential contractual obligations shall remain unaffected from the liability exclusion.

16. The publisher shall not be liable for any claims for damage or loss due to technical defects in the transmission of advertising material. Should the publisher discover computer viruses in a file, the file will be deleted immediately without the possibility of the client making any related claim.

17. The client avouches that his is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The client is responsible for ensuring that any such advertising is free of any computer viruses.

18. The client is responsible for ensuring that any such advertising is free of any computer viruses.

19. The client avouches that his is the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The client is responsible for ensuring that any such advertising is free of any computer viruses.

20. In the event of a delay or deferral in payment, interest and recovery costs shall be added to the amount due. In the case of payment delay, the client is responsible for ensuring that any such advertising is free of any computer viruses.

21. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list, or for advertising content which do not meet any technical requirements stipulated in the advert price list. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list.

22. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list, or for advertising content which do not meet any technical requirements stipulated in the advert price list. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list.

23. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list, or for advertising content which do not meet any technical requirements stipulated in the advert price list. The publisher reserves the right to reject orders for advertising content, which do not meet the requirements stipulated in the advert price list.

24. The place of performance and exclusive place of jurisdiction for all disputes shall – to the extent permitted by law – be the publisher’s headquarter, at present Rheine, Germany.
