2023 Media Guide
pro-physik.de
Compelling solutions through strategic partnerships
**Overview**

**pro-physik.de**

pro-physik.de is the leading German-language expert portal for all areas of physics. Each day it is updated with news and articles from industry, technology, research and academia, as well as from the DPG (Deutsche Physikalische Gesellschaft; German Physical Society).

A comprehensive job ads section, list of suppliers, product information and calendar events round off the offering.

**User analysis**

pro-physik.de users mainly come from industry, research institutes and universities.

The portal records 35,000 unique visits and 73,000 page impressions per month.
Banner and Content Ad

**Banner advertising**
Banner advertising allows you to create great awareness around your product, service or your brand. The banner ads are placed at the top and the right side of every page to catch the user’s attention. Animated banners or rich media formats allow you to increase the user’s awareness and promote your message with a unique design. Furthermore, you will receive continuous detailed reporting allowing you to monitor your banner ad campaign.

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<thead>
<tr>
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<tbody>
<tr>
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*A medium rectangle format must also be supplied for the mobile-optimized version.

**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.

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Booking period: 1 month prominently on the homepage
The physics e-newsletter is published weekly. It offers its subscribers a comprehensive overview of current articles, news, interviews, and biweekly information from the DPG.

The e-newsletters pro-physik.de (6,000 recipients) and Physik Journal (18,000 recipients) are offered as a package with the weekly physics e-newsletter.

This means you can reach DPG newsletter subscribers and other experts from industry and research in all areas of physics.

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<td></td>
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<tr>
<td>Fullsize Banner (468 x 60 px)</td>
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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: 50,000).

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<tr>
<td>Product of the Month (print, online &amp; newsletter)</td>
<td>2,100</td>
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Booking period: 1 month prominently on the homepage and a total of 6 months in the product database.

Productinformation Print + Online
Product information, applications and company news are presented online in the product database on the pro-physik.de portal and print optionally in one issue of Physik Journal, PhotonicsViews or Vakuum in Forschung und Praxis. The entry runs initially for six months and can be extended for a further six months.

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<tr>
<td>Productinformation Print + Online (Booking period 6 months) – 1 Portal</td>
<td>790</td>
</tr>
<tr>
<td>Productinformation Print + Online (Booking period 6 months) – 2 Portals</td>
<td>890</td>
</tr>
<tr>
<td>Option to extend for a further six months</td>
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Additional product information feature prominently in the corresponding monthly issue of Physik Journal (print run: 50,000).

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Booking period: 1 month prominently on the homepage and a total of 6 months in the product database.
Webinars and Videocast

Webinars
A Webinar is an audiovisual online presentation that you can broadcast either live or pre-recorded. Both the speaker and viewers and/or listeners participate using their own computers.

A Webinar usually lasts one hour: 45 minutes for the presentation itself, 15 minutes for Q&A.

The Webinar is recorded and remains six months year after its initial broadcast in the archive on pro-physik.de.

Webinar are ideal for a comprehensive presentation of new products and technologies, as well as training or other corporate information events.

Alongside technical and logistical support, various other measures are included in the price so as to generate the maximum number of participants. These include banners on the website and in the e-newsletters.

Your benefits at a glance:
• Quality marketing contacts
• Heightened brand awareness among your target group
• Attract a new audience that is otherwise difficult to reach
• Direct, valuable feedback from participants
• Long-term availability on demand (six months)

Videocasts
Videocasts have become an important and efficient means of online communication. Products requiring explanation or complex processes can be clearly presented in a lively manner, while companies can appear in a holistic way with an added personal touch. A further advantage is the fact that the information can be accessed at any time.

pro-physik.de has its own video channel for you to present your pre-recorded videos.

We offer an attractive bulk discount.

Format | Price (€)
--- | ---
Webinar | 12,980
Videocast | 990
Job Fairs

If you are looking for physicists, the Job Fairs presented by Wiley-VCH and the DPG are the events to attend! We offer three different formats that have already been successfully run several times:

- a Job Fair as a presence event at the DPG Spring Conference
- a Virtual Job Fair
- a High Tec Job Fair

Marketing for the Job Fairs

• Print Advertisements (e.g. Physik Journal)
• Editorial announcement on pro-physik.de
• Banner in the physics newsletter with a total of 24,000 recipients
• Separate physics newsletter
• Cover letter of the DPG to all relevant DPG members

Marketing to generate participants at the High Tec Job Fair also focuses on young professionals and professionals.

Job Fair as a presence event at the DPG Spring Conference

More than 5,500 physicists are expected in Dresden. Experience has shown that the job fair is very well attended.

Services:

• Slot: a room with technical equipment
• Meeting Point: a meeting point will be available on the day of your slot in front of the event room. Here you can talk to attendees and provide information material in a relaxed atmosphere throughout the day.

Your benefits: many interested students and young professionals in one place, a hosted event, and only a small time commitment by job providers.

Virtual Job Fair

You can deliver your online audiovisual presentation as a live lecture or as a recorded version (on demand). The entire event lasts one hour: 30 minutes presentation and 30 minutes Q&A. Moderation is provided by the experienced Physik Journal team.

Services:

• Slot: proven technology, rehearsal for all speakers, experienced moderation
• Extensive marketing for interested parties
• Creation of a company website with logo and presentation
• If the webinar is recorded, it will be available for eight more weeks on pro-physik.de

Your benefits: precise reachability of your target group, little time required for organizers, no travel costs

High Tec Jobbörse

The different rooms can be hosted by the specialist department, by young professionals in the companies and HR. Interested participants move from room to room; the job fair presenters already see the job seekers at this stage and can get a better impression of the candidate.

• Calendar function: a calendar function is also available. Participants can book an individual slot to speak with specific company representatives.

High Tec Job Fair PLUS with an advertorial:

An advertorial can be placed supplementary to the event itself: format: 1/1 page 4C.

The advertorial is placed prominently before the Job Fair in the Physik Journal and can also be published on the company page created on pro-physik.de. The advertorial can be designed in the form of an interview or as an image recruitment advertisement.

Two options are offered: the print data for the advertorial is supplied by the company, or our editorial team creates the content and layout together with the company.

For innovative companies and consulting firms that advise High Tec companies, the High Tec Job Fair offers a very special forum with:

• a presentation (slot)
• followed by networking in smaller virtual rooms
• a calendar function

Services:

• Slot: like the virtual Job Fair, duration 40 minutes
• Networking: virtual rooms for networking will be offered for 50 minutes following the presentation. Interested job seekers can ask specific questions
Recruiting

The personnel demand for physicists is very high in many companies. It is therefore advantageous for employers to regularly present themselves to the target group as an innovative and friendly company with interesting fields of activity.

In the Physik Journal, we offer the following options in addition to the classic job advertisements for recruiting:

- Image-advertisements
- Supplement and
- Advertorials

A mix of these three options offers an attractive variety in addressing your target audience.

**Image-Advertisement**

If you want to publish information about your company and career opportunities, then an image ad in the Physik Journal is the appropriate format. A large proportion of the readership are physics students and young professionals. In this way, you can reach your desired target group precisely.

**Services**

- Publication in the Physik Journal with a circulation of approx. 50,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journals
- Publication in the job market on pro-physik.de and in the eNewsletter

**Your benefits**

- Perfectly fitting your target group
- Placement in a first-class editorial environment
- Valuable presentation

**1/1 Image-advertisement**

Size: 210 mm × 297 mm
Format: PDF-file with 300 dpi and 3 mm crop
Price: € 8,570

**Supplement (2 pages)**

Would you like to present your company in more detail? Then choose the two-page supplement. You can present your company and your career opportunities on two pages in more detail. You can show your branding appropriately, let a young professional have his say or draw attention to a workshop.

**Services**

- Publication in the Physik Journal with a circulation of approx. 50,000
- Publication on pro-physik.de within the e-paper of the Physik Journals
- If you wish, we can print the supplement for you for a fee covering the printing costs

**Your benefits**

- Plenty of space for your presentation
- Thicker paper automatically stands out more
- Perfectly fitting your target group
- Placement in a first-class editorial environment

**Supplement**

2 pages as a PDF-file:
Size: 210 mm × 297 mm
Format: PDF-file with 300 dpi and 3 mm crop
Price: € 8,570

**Advertorial**

The advertorial can take the form of an interview or a short article. There are two options: you can either provide us with a ready-made PDF or you can call on the professional support of the Physik Journal editorial team to create the advertorial for you. In this case, you provide us with text and images and we take care of the rest. You don’t want to write the text yourself? No problem, the Physik Journal editorial team will be happy to support you. There are no limits to your creativity: for example, your advertorial could be an interview or maybe a report by a young professional.

**Services**

- Design of your advertorial by our layout team
- Correction of the text by the editorial staff of the Physik Journal
- Publication in the Physik Journal with a circulation of approx. 50,000 issues
- Publication on pro-physik.de within the e-paper of the Physik Journals

**Your benefits**

- Can be created in the layout of the Physics Journal
- Has the effect of an independent editorial contribution
- Clearly differs from ads

**Advertorial**

- with editorial support, ca. 4,000 keystrokes incl. spaces with one image or ca. 3,100 keystrokes incl. spaces with two images
Price: € 9,950
- without editorial support
  finished PDF-file with 300 dpi and 3 mm crop
Price: € 8,950
pro-physik.de offers the sector’s largest job ad section for managers and experts in research industry and research among German-speaking countries.

You can book job ads with a layout according to your own corporate design, and for postdoc and doctoral candidates we offer pure text adverts. The designed job ads are additionally included in the physics e-newsletter, thus reaching a considerably higher number of potential applicants.

You can quickly and easily set up your own user account for managing your job ads as well as their success, allowing you to update your adverts and administrative data at any time.

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### Job Ads

**Format** | **Price/4 weeks (€)**
---|---
**2-in-1 package (online + e-newsletter)** |
Designed job ad | 1,290
Designed job ad for PhD/Postdoc positions | 890
Online Text ad for PhD/Postdoc positions | 550

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Naturally we also offer an online/print combination (3-in-1 package) together with Physik Journal (circulation: 50,000).

**Rate per mm height (€)**
---|---
3-in-1 package (online, e-newsletter + print) |
90 mm width | 16.50
180 mm width | 33.00

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### Job of the Month | Upgrade:

Your Job-Advert with the utmost attention.

- presented as Job of the Month for 4 weeks – first position on jobs.pro-physik.de
- listed in 4 Physik E-Newsletters – marked as Job of the Month and positioned at the top of the list
- promoted with a prominent Leaderboard (created by Wiley) on pro-physik.de for 4 weeks

**Surcharge € 700**
List of Suppliers

List of suppliers
The pro-physik.de directory of suppliers and that of the journals Physik Journal, Photonics-Views and Vakuum in Forschung und Praxis is the largest database for suppliers, manufacturers and service industries in the physical technical sector.

Your entry contains your company logo and all the relevant contact details for your business. You can also decide under which and how many key words your entry is listed.

To provide users with an optimum overview of your company, all product entries, video-casts, and WebSeminars etc. are linked to your online entry.

Format | Price/12 Months (€)
--- | ---
Physik Journal per line (online + print) | 125.40

Other charges may apply depending on the scope of and additions to your company’s entry.

Rates for entries in other physics journals available upon request.
# Prices | Technical Details

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<td><strong>Webinar</strong></td>
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<tbody>
<tr>
<td>**Job of the Month</td>
<td>Upgrade**</td>
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All prices are subject to the statutory VAT.

The new price list comes into effect on 1 October 2022 and supersedes all previous price lists.

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### Banner
Maximum file size for all file types is 200 kb

### Dimensions accepted:
- Leaderboard (728 x 90 px)
- Wide skyscraper (160 x 600 px)
- Medium Rectangle (300 x 250 px)

### Accepted file formats:
- DoubleClick Tags
- GIF, JPG & PNG
- HTML5 [https://goo.gl/QY0EMj](https://goo.gl/QY0EMj)
- Third-party tags from DFP certified vendors found here: [https://goo.gl/1bjSmc](https://goo.gl/1bjSmc)

### HTML5 Guidelines
HTML5 requirements: [https://goo.gl/cYMVcf](https://goo.gl/cYMVcf)
The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: [http://www.iab.net/html5](http://www.iab.net/html5)
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(b) “Advertising” means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third-party partner of Wiley and includes both advertising that appears in Wiley’s or its third-party partners’ print publications (‘Print Advertising’) and advertising that appears electronically on any of Wiley’s websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).

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(g) “Reprint Quotation” means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.

(h) “Terms” means these terms and conditions.

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3. Wiley, will or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation; however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of the Advertising within a print product or online site or digital product when necessary.

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5. If Wiley is creating advertising copy on behalf of the Customer, Wiley will provide final copy for the Customer’s approval by email.

6. Customer is solely responsible for compliance with all laws, standards, industry codes and other binding guidelines as to the content of the Advertising, whether created by Wiley on its behalf or provided to Wiley, including but not limited to all applicable medical advertising regulations.

7. Wiley will provide an Insertion Order or Purchase Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.

8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (‘Materials Due Date’). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the Print Advertising after the Materials Due Date, Wiley makes no representations that Print Advertising will be published and the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if the Print Advertising is published in another manner or format than as set out in the Booking Confirmation.

9. Customer must submit Print Advertising copy in compliance with the artwork and data specifications as set out in the Booking Confirmation, as or previously provided by Wiley in relation to the particular publication.

10. Customer shall deliver and shall be solely responsible for providing to Wiley all of the text, pictures, graphics, sound, video, programming code and other media which comprise the graphics or html file that comprises the Online Advertising in accordance with Wiley’s delivery specifications.

11. Wiley makes no guarantees as to the number of visitors to any Wiley site or digital product or the number of impressions at any Wiley site or digital product, unless such guarantees are expressly made in writing by Wiley in the Booking Confirmation. Any ‘impression goal’ or the like provided are non-binding. Online Advertising described in the Booking Confirmation as ‘100% sponsorship’ will not be subject to any impression or viewability guarantees.

12. Wiley will provide reporting at the end of the Online Advertising campaign, or otherwise as requested within a reasonable time of request, to give details of Online Advertising performance (i.e. impressions, clicks). Real time transparency of campaigns can be managed by the Customer by using Google Ad Manager.

13. Unless specifically set out in the Booking Confirmation and agreed in writing by Wiley, Online Advertising will not be listed as a registration banner. The Customer authorises that Online Advertising placed on Wiley Online Library will be viewable by both subscribers and non-subscribers to Wiley Online Library. For the avoidance of doubt, Print Advertising may be viewable by non-subscribers to journals or periodicals.

14. In relation to Online Advertising to be included in email alerts to subscribers and other authorised users of Wiley’s products (“Email Alerts”), Wiley cannot guarantee the send date of any Email Alert advertising unless otherwise expressly agreed in the Booking Confirmation.

15. The sole remedy for any failure by Wiley to provide any Advertising, is that the Customer will be provided with a period of Online Advertising or additional Print Advertising in an equivalent placement and for a set period of time as determined by Wiley. Wiley will not be responsible for any failures that are not caused by Wiley. Wiley cannot guarantee that such make-up bookings can be made in the month following the initial Advertising period.

16. In submitting Advertising to Wiley, the Customer warrants and represents that:

(a) publication of any Advertising (including any Advertising copy that is created by Wiley on behalf of the Customer) in the Booking Confirmation, the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if a cancellation has been approved by Wiley in writing.

(b) the Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising or Reprints which confirms the agreed details.

(c) the Customer will have no claim against Wiley for credit or republication in the event of non-publication, or if a cancellation has been approved by Wiley in writing.

(d) the Customer will, or will instruct its affiliates to, use commercially reasonable efforts to publish the Advertising in the format and in the position as set out in the Booking Confirmation; however all Advertising is subject to editorial approval and Wiley reserves the right to vary the placement of the Advertising within a print product or online site or digital product when necessary.

(e) Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate for publication in any of the Advertising publications or materials for any reason at Wiley’s sole discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley’s then-progressive policies and specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.

(f) Wiley reserves the right at any time to refuse or withdraw from publication Advertising which is not in accordance with the specifications provided in the Booking Confirmation, these Terms or is otherwise inappropriate for publication in any of the Advertising publications or materials for any reason at Wiley’s sole discretion. Notwithstanding the foregoing, Wiley has no obligation to review or approve Advertising copy (for compliance, appropriateness, or otherwise). Wiley may publish the Advertising with a heading ‘Advertising’ or in some other manner to distinguish the advertising material from editorial material. If and to the extent that the Advertising does not conform to Wiley’s then-progressive policies and specifications, Wiley reserves the right to make technical modifications as necessary to conform to such specifications.

(g) Customer has obtained written consent to display the name or image of any living person in any Advertising.

17. The Customer acknowledges that in relation to Advertising, Wiley makes no representation or warranty (i) that any publication of any Advertising will be confirmed to persons resident in various countries (k) of the exact number of page impressions that will be delivered, (ii) regarding the quality of reproduction of the Advertisements; or (j) as to the availability of any Online Advertising site or digital product.

18. In addition to the Terms, the following clauses of the standard terms and conditions of the Interactive Advertising Bureau for Media Bays of Less than One Year (“IAB Terms”) will apply to all Online Advertising services, with Wiley being the ‘Media Company’ and Customer being the ‘Agency’ and ‘Advertiser’ (unless the Customer is a Wiley media agency or advertising on behalf of a customer in which case it will be the Agency, with its customer being the Advertising):

(a) Section VI (Ad Placement and Positioning);
(b) Section VII (Reporting) (excluding clause VII(b));
(c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws);
(d) Section XIII (Third Party Ad Serving and Tracking)

19. A Reprint Quotation will be provided to the Customer by Wiley. The Customer must provide a Purchase Order or return the Reprint Quotation and provide all relevant details in order to submit an order for producing the Reprint and in doing so, the Customer agrees to be bound by these Terms. Wiley may issue a Booking Confirmation to confirm the Order.

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21. For ePrints, the Customer will be provided with a link and is entitled to the number of downloads of ePrints, as specified in the Reprint Quotation and/or Booking Confirmation. The Customer may opt to pay a premium price and have a print download option on ePrints if confirmed in the Booking Confirmation.

22. Wiley will use commercially reasonable efforts to deliver the Reprints by the date specified by the Customer (if any) in the accepted Reprint Quotation, however Wiley will not be liable for any non-delivery or late delivery.

23. It is the responsibility of the Customer to notify Wiley in writing of any damage or shortage within 30 days of the date of actual delivery of physical Reprints to the Customer. Wiley will take no responsibility for any damage or shortage notified after this period has expired.
Advertising and Reprint Production Terms and Conditions

PRICING

24. The price for the Advertising is set out in the Booking Confirmation. An invoice will be sent by Wiley to the Customer following print publication or digital campaign fulfillment.

25. The price for producing the Reprints is set out in the Reprint Quotation and is valid for 30 days from the date of issue. The price quoted includes a maximum of three (3) proofs of the Reprint. Should Customer require any additional proofs, these will be subject to an additional charge at the discretion of Wiley. If a Reprint Quotation has been provided in advance of the printing date, the details of the order may change upon printing. In this event, Wiley reserves the right to amend the Reprint Quotation to reflect any changes including, without limitation, page length. If a Customer requires a pro forma invoice, Wiley can issue an invoice after the order is confirmed.

CANCELLATION

26. If the Customer wishes to cancel Advertising after the provision of an Insertion Order or Purchase Order, the Customer must immediately notify Wiley in writing. For Print Advertising, the Customer may, at Wiley’s discretion, still be liable for any charges where cancellation requests are received after the Materials Due Date for that Advertising. For Online Advertising, unless the Booking Confirmation has specified that such Online Advertising is non-cancellable, the Customer may cancel Online Advertising on 14 days’ written notice to Wiley with no penalty, provided that the Customer shall pay all fees for all Advertising within the 14-day notice period up until the effective date of termination and if there are any custom content or development for any Advertising, the Customer shall pay for the provision of all services performed up to the effective date of termination.

27. On receipt of a cancellation request, Wiley will use reasonable commercial endeavours to ensure the Advertising is not published or for Online Advertising, that is withdrawn; however, Wiley will not be liable for any loss or damage that may be occasioned by the publication of Advertising cancelled by the Customer after the Materials Due Date or Insertion Order is received.

28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation.

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<th>Translations</th>
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<td>Point of Cancellation</td>
<td>% of order value excluding shipping &amp; expedited delivery fees</td>
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<tr>
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<td>5%</td>
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<tr>
<td>Order sent to printer / Proof compiled</td>
<td>10%</td>
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GENERAL TERMS

29. If a Customer breaches these terms, fails to pay for Advertising or Reprints, enters into bankruptcy, or where it is a corporation or other legal entity, passes a resolution for administration, winding up or liquidation, has a receiver or manager appointed, or enters into an arrangement with its creditors other than in the ordinary course of business, or any other event occurs or proceedings is taken with respect to the Customer in any jurisdiction which has an effect equivalent or similar to any of the events mentioned, then Wiley may, in its sole discretion and without limitation,

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- (c) cease publication of further Advertising or terminate an agreement for Advertising;
- (d) withhold any discounts or rebates previously granted to the Customer; or
- (e) exercise any other rights at law or equity.

30. Wiley will send invoices to the Customer at the address provided. Should a Purchase Order number be a prerequisite for payment of invoice, the Customer must supply this at the point of confirming the order. All delivery addresses must be accompanied by a contact name and telephone number, as well as a VAT number (relative to the country on the invoice address) or other business identifier or information as may be required by Wiley (eg. GST registration, W9 form) as notified by Wiley. Please note that Wiley is unable to accept any PO Box addresses.

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33. If the Customer fails to make any payment due to Wiley under this Agreement by the due date, then, without limiting Wiley’s remedies, the Customer shall pay interest on the overdue amount at a rate which will be the lesser of (i) 0.5% per month, such interest to accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgement; or (ii) any relevant maximum statutory rate allowable in the jurisdiction where the Wiley entity is located, such interest to accrue in accordance with the relevant statutory provisions. Customer shall pay the interest together with the overdue amount.

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37. Wiley will retain copyright and all other intellectual property rights and proprietary rights in Wiley’s publications, proposals, and products and services. Customer acknowledges and agrees that Wiley may process Customer’s personal data, including storing and transferring data outside of the country. If by reason of such fact, Wiley may be required by or under a court of the country’s jurisdiction to adhere to any data protection laws of the country, in order to process transactions related to these Terms and to communicate with Customer, and that Wiley has a legitimate interest in processing the Customer’s personal data. Wiley will comply with all applicable laws, statutes and regulations relating to data protection and privacy and will process such personal data in accordance with Wiley’s Privacy Policy located at: www.wiley.com/privacy.

38. By submitting an order for Reprints and/or Advertising in the manner set out above, the Customer agrees to be bound by these Terms. In the event of any conflict, the order of precedence will be as follows, (i) these Terms, (ii) Booking Confirmation, (iii) Insertion Order or Purchase Order signed by both parties. Where general terms and conditions of business are proposed by the Customer, those will not have any application unless expressly accepted by Wiley.

39. All warranties and indemnities stated in these Terms will survive the termination of any arrangement or contract which is subject to these Terms.

40. The law of the corporate domicile of the Wiley entity which issues the Booking Confirmation and invoice to the Customer will govern these Terms, without regard to conflict of law rules. The parties agree to submit to the exclusive jurisdiction of the courts located in the corporate domicile of the aforesaid Wiley entity for the adjudication of all disputes arising in connection with these Terms.
Wiley

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