the business network!

MEDIA GUIDE

2020

more than 12M page impressions
during the last 12 months

(IVW Online Aug/2018 – Jul/2019)
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Bank details: HypoVereinsbank, München  
IBAN: DE37 7002 0270 0035 7049 81  
SWIFT (BIC): HYVEDEMXXX  
VAT No.: DE 811 190 616  
2 % discount for advance payment within 8 days after date of invoice or net payment within 21 days of invoicing

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elektroniknet.de: The business network, your advantage!

The editors of the leading print brands:

**Markt&Technik**

**Elektronik**

**Elektronik automotive**

**DESIGN & ELEKTRONIK**

The most widely used media Site for professional electronics:

- **page impressions** * 12.06 M/p.a.
- **visits** * 6.29 M/p.a.
- **newsletter** Ø 22,000 recipients
- **news/articles** > 65,000 online

*Source: IVW-Online 08/2018 - 07/2019

elektroniknet.de is the leading IVW audited website for professional electronics in Germany:

- biggest professional electronics desk in the world
- international contents: German, English and Chinese
- new trends and products, technical developments, exciting backgrounds
- informative and entertaining videos and picture galleries
- a comprehensive encyclopedia and useful whitepapers
- Elektronik neo for young professionals

**The Showroom of elektroniknet.de**

www.elektroniknet.de/media/showroom
Visitors analysis

I am very interested/interested in…

- active components: 65%
- passive components: 56%
- electro mechanics: 41%
- industrial computers incl. peripherals: 25%
- opto-electronics: 27%
- displays: 32%
- design tools, development systems: 41%
- measuring technology, testing systems: 49%
- automotive: 29%
- automation engineering: 29%
- electronics manufacturing: 39%
- networks, communications: 28%
- power supply, UPS: 25%
- distribution: 14%
- industry 4.0/IIoT: 31%
- IoT: 28%
- medical electronics: 15%
- artificial intelligence: 17%
- safety/security: 37%
- career: 17%

Business sectors

- chemical industry, mineral-oil processing: 2%
- military electronics: 3%
- automotive electronics/vehicle construction: 21%
- consumer electronics: 5%
- data processing: 6%
- test & measurement, control technology: 24%
- precision mechanics/optics: 3%
- medical engineering: 10%
- mechanical/apparatus engineering: 16%
- telecommunications: 8%
- industrial electronics: 32%
- components production: 4%
- distribution of electronic devices / components: 8%
- engineering firm: 7%
- others: 11%

Fields of work

- development, design, research: 66%
- management: 9%
- purchasing, procurement: 11%
- production, assembly, quality control: 14%
- sales, distribution: 10%
- data processing: 4%
- education, training: 3%
- marketing, advertising: 6%
- others: 2%

source: elektroniknet.de visitors analysis, 2018
**Use of elektroniknet.de: days per week**

- 1 day or less: 28.9%
- 2 days: 36.3%
- 3 days: 21.6%
- 4 days or more often: 13.1%

**Reactions to ads or articles on elektroniknet.de during the last 12 months**

- No reaction until now: 14.6%
- 1 day or less: 28.9%
- 2 days: 36.3%
- 3 days: 21.6%
- 4 days or more often: 13.1%

**On average, elektroniknet.de is used more than 2 days per week!**

**Agreement to statements**

- elektroniknet.de is up-to-date: 94%
- elektroniknet.de is reliable: 92%
- elektroniknet.de offers great editorial quality: 82%
- elektroniknet.de provides reliable information: 90%

**Reactions to ads or articles on elektroniknet.de during the last 12 months**

- I have recommended the purchase: 2.3%
- I have forwarded a post: 12.7%
- I have purchased: 3.1%
- I have informed myself further: 67.2%
- No reaction until now: 14.6%

**85% of our users are responsive to adverts on elektroniknet.de!**

(source: elektroniknet.de visitors analysis, 2018)
Overview advertising formats

Whitepaper promotion
Introduce your whitepaper within the editorial environment of elektroniknet.de and generate high-quality leads!
More information on page 12

Showroom with our online advertising formats at www.elektroniknet.de/media/showroom (also in an English version!)

More information on banner advertising see page 8

Ad Words
headline plus 2 lines
25 characters per line incl. space characters
logo/image: 100 x 53 pixel

Leaderboard 728 x 90

Super-/Leaderboard € 330.-/€ 260.-
Tape Ad € 170.-
Pushdown € 390.-
Billboard € 390.-

Wide Skyscraper 1
€ 170.-

Wide Skyscraper 2
€ 90.-

Wide Skyscraper 160 x 600

Ad Words
price: 2,990.- Euro/month (no discounts)

Tape Ad/Pushdown/Billboard
Tape Ad: 970 x 30
Pushdown: 970 x 90
Billboard: 970 x 250

Half Page 300 x 600

Online Advertorial
image (min. 628 x 353 pixel, 16:9), headline text: max. 50 characters incl. space characters; text: max. 160 characters incl. space characters, max. 200 KB

Rectangle 300 x 200
€ 200.-

Ad Words
€ 95.-
Image gallery advertising
On request

Video advertising
Benefit from the high click-rates on elektroniknet.de and use the media center as a platform for your adverts – for your pre-roll, overlay or trade show clip. Host your own video on elektroniknet.de!
More information on page 14

Flashbar 970 x 100

Example Native Ad
image (min. 623 x 351 pixel, 16:9), logo (max. 300 x 45 pixel).
headline text: max. 50 characters incl. space characters; text: max. 160 characters incl. space characters, max. 200 KB

Native Ad

Video

Medium Rectangle 300 x 250

Native Ad

Flashbar 970 x 100

Native Ad

Sponsoring theme world
Get attention as a sponsor of a theme world.
• permanent visibility for 4 weeks in at least one category
• choose your own theme
• 1 sponsor’s notification plus topic-relevant editorial reports
• choose the start time
price: 1,490.- Euro (no discounts)

Suppliers’ compass
Premium entries in the suppliers’ compass are highly-visible to your customers!
• each editorial article containing your company name features a box with all other articles about your company
• keywords additionally boost your visibility in the right context
• premium entries are mentioned in the newsletter
• and much more!
More information on pages 10 - 11
### Banner advertising desktop

#### Super Leaderboard
- € 330.- / 1,000 ad impressions
- (970 x 90 pixel, max. 200 KB)

#### Leaderboard
- € 260.- / 1,000 ad impressions
- (728 x 90 pixel, max. 200 KB)

#### Wide Skyscraper 1
- Position 1 € 170.- / 1,000 ad impressions
- (160 x 600 pixel, max. 200 KB)

#### Wide Skyscraper 2
- Position 2 € 90.- / 1,000 ad impressions
- (160 x 600 pixel, max. 200 KB)

#### Floating Wide Skyscraper
- € 280.- / 1,000 ad impressions
- (160 x 600 pixel, max. 200 KB)

#### Half Page
- € 300.- / 1,000 ad impressions
- (300 x 600 pixel, max. 200 KB)

#### Full Banner
- € 135.- / 1,000 ad impressions
- (468 x 60 pixel, max. 200 KB)

#### Rectangle 300 x 200
- € 200.- / 1,000 ad impressions
- (300 x 200 pixel, max. 200 KB),
  1st or 2nd position on availability

#### Flashbar
- € 390.- / 1,000 ad impressions
- (970 x 100 pixel, max. 200 KB)
  In categories only, sticky

#### Tape Ad
- € 170.- / 1,000 ad impressions
- (970 x 30 pixel, max. 200 KB)

#### Pushdown
- € 390.- / 1,000 ad impressions
- (970 x 90 pixel to 970 x max. 415 pixel, max. 200 KB)

#### Billboard
- € 390.- / 1,000 ad impressions
- (970 x 250 pixel, max. 200 KB)

#### Medium Rectangle / Boombox
- € 390.- / 1,000 ad impressions
- (300 x 250 pixel, max. 200 KB)

#### Native Ad (only with frequency capping)
- € 390.- / 1,000 ad impressions
- Image (min. 623 x 351 pixel, 16:9), logo (max. 300 x 45 pixel).
  Headline text: max. 50 characters incl. space characters;
  text: max. 160 characters incl. space characters, max. 200 KB

#### Sponsoring theme world
- € 1,490.- for 4 weeks (no discounts)
- Image: 628 x 353 pixel, 16:9, logo in the image

#### Online Advertorial
- € 2,990.- / month (no discounts)
- Image: (min. 628 x 353 pixel, 16:9),
  headline text: max. 50 characters incl. space characters;
  text: max. 160 characters incl. space characters, max. 200 KB

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**Data formats:** GIF, JPEG, PNG, HTML
Banner advertising smartphone
Increase your CTR and present your products and services via our mobile offers!

<table>
<thead>
<tr>
<th>Offer</th>
<th>Size</th>
<th>Price per 1,000 impressions</th>
<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Leaderboard</td>
<td>320 x 250</td>
<td>€ 390.-</td>
<td>200 KB</td>
</tr>
<tr>
<td>Billboard Premium Mobile</td>
<td>320 x 50</td>
<td>€ 390.-</td>
<td>50 KB</td>
</tr>
<tr>
<td>Medium Rectangle Mobile</td>
<td>320 x 250</td>
<td>€ 390.-</td>
<td>200 KB</td>
</tr>
<tr>
<td>Billboard</td>
<td>320 x 50</td>
<td>€ 135.-</td>
<td>50 KB</td>
</tr>
<tr>
<td>Expanding advertising on request!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20% mark-up for expanding banners per click</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50% mark-up for expanding banners per mouseover</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Scale of discount

<table>
<thead>
<tr>
<th>Gross annual revenue concerning all ad types on elektroniknet.de</th>
<th>discount</th>
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</thead>
<tbody>
<tr>
<td>from 2,000 Euro</td>
<td>3%</td>
</tr>
<tr>
<td>from 5,000 Euro</td>
<td>8%</td>
</tr>
<tr>
<td>from 10,000 Euro</td>
<td>10%</td>
</tr>
<tr>
<td>from 25,000 Euro</td>
<td>15%</td>
</tr>
<tr>
<td>from 50,000 Euro</td>
<td>18%</td>
</tr>
<tr>
<td>from 75,000 Euro</td>
<td>20%</td>
</tr>
<tr>
<td>from 100,000 Euro</td>
<td>22%</td>
</tr>
<tr>
<td>from 150,000 Euro</td>
<td>25%</td>
</tr>
<tr>
<td>from 200,000 Euro</td>
<td>27%</td>
</tr>
</tbody>
</table>

Expanding advertising on request!
20% mark-up for expanding banners per click.
50% mark-up for expanding banners per mouseover.

Fireplace
Wide Skyscraper 1 left + Wide Skyscraper 1 right +
Super Leaderboard above · € 500.-/1,000 ad impressions,
incl. Billboard: € 660.-/1,000 ad impressions

Showroom
www.elektroniknet.de/media/showroom
Suppliers’ compass

More than 14,000 vendors and distributors as well as more than 200 market overviews are listed in the suppliers’ index of www.elektroniknet.de. It offers various possibilities to present your company: from a complete company portrait including images and videos to company events and trade shows.

Advantages for premium suppliers:

• each editorial article containing your company name features a box with all other articles about your company
• each editorial article containing a booked keyword features a box with your company logo
• your company news within the editorial contents will also be shown in the premium entry
• editorial mentioning of the premium entry on the website and in the newsletter
• high visibility of the premium entry when a product is searched for in the suppliers’ compass: your logo is displayed as well
• add events, pictures, videos or whitepapers to your premium entry

price: € 2,490.-/12 months (no discounts)

That’s where customers find their perfect supplier!

Book your premium entry in the suppliers’ compass of elektroniknet.de now!

www.elektroniknet.de/anbieterkompass/
Keyword booking
(context sensitive advertising, only in combination with a premium listing)

Only premium suppliers are able to book keywords (for example plug connectors, microcontrollers, displays, etc.). Every article that includes the booked keyword features your logo together with a link to your premium listing.

price: € 990.–/year and keyword (no discounts)
36,000 impressions max. per booking period (12 months)

Premium suppliers are highly-visible!
Book your premium entry in the suppliers’ compass of elektroniknet.de now!
Only premium suppliers are able to book keywords and thus push their web presence even further. Editorial articles containing your company name or booked keyword will feature your company logo as well as a link to your premium entry.
Be visible for customers who are searching for you!

Page impressions and references to premium suppliers:
• clicks on the suppliers’ index (IVW audited!): 273,493
• clicks on premium suppliers’ entries in the suppliers’ compass: 243,320
• premium supplier references in editorial articles:
  premium supplier logos next to editorial contents containing a booked keyword:
  boxes with premium supplier logos as well as further articles next to editorial contents containing the premium supplier’s name
  3,874,270
  399,398

Period: August 2018 - Juli 2019
Source: ¹IVW Online, ²Google Analytics ³OMSTAT

Obtain the assignable keywords from your media consultant!
Whitepaper promotion

Introduce your whitepaper within the editorial environment of elektroniknet.de and generate high-quality leads!

**Services and technical specifications:**
- announcement of the whitepaper in a newsletter (link with max. 90 characters incl. spaces)
- display of the whitepaper including your corporate logo
- company URL (linked to your website)

**price:** € 990.-
(no discounts)

**Whitepaper promotion exklusiv**

**Services and technical specifications:**
same as whitepaper promotion, additional
- announcement of the whitepaper in an infobox in a category of your choice (4 weeks)

**price:** € 2,990.-
(no discounts)

**Online advertising for career sites:**
- text ad employer of the month: employer branding in newsletter and on elektroniknet.de/karriere
  **price:** € 2,990.-
- job of the week: placement in newsletter as Small Rectangle
  **price:** € 990.-/newsletter
- job of the month: placement on the website as Native Ad
  **price:** € 380.-/1,000 ad impressions

Market overviews

Benefit from the interactive market overviews at elektroniknet.de with extensive search and select functions.

**Your premium listing includes**
- logo (data format: JPEG or PNG)
- display of your entry in colour

**price:** € 250.-/market overview
(no discounts)

497,404 impressions of premium supplier logos in the market overviews
(August 2018 – Juli 2019, source: OMSTAT)
Webinar promotion

Transfer your specific know-how to your customers and actively involve them in a live event. Emphasize the advantages of your company’s products and competence in a dynamic and interactive presentation.

Service:
- advance notice of the webinar in four newsletters of elektroniknet.de (Small Rectangle)
- announcement in a category for a total of one month with a maximum of 10,000 ad impressions (Rectangle)

price: € 3,990.-
(no discounts)

Webinar promotion and implementation

Service:
- advance notice of the webinar in two newsletters of elektroniknet.de (Small Rectangle)
- announcement in a category for a total of one month with a maximum of 5,000 ad impressions (Rectangle)
- one customized newsletter to elektroniknet.de users
- registration of users
- technical realization of the webinar and guidance to speaker
- one live broadcast incl. moderation
- archived webinar is available for registered users as an on-demand webcast for download

price: € 5,200.-
(no discounts)
Video/Webcast

Video production:
• briefing via telephone
• video production (max. four hours shooting with a cinematographer and an editor)
• post production for a three-minute movie
• camera and sound for movies in web quality
• travel costs: free up to 50 km, then € 0.30 per km

price: min. € 2,490.-
(no discounts)

Video Content Marketing

elektroniknet.de shows your product from its best side. Integrate a video into your marketing strategy. With moving images, product features can be presented much more impressively. In cooperation with our specialist editors and our video team, we produce a professional product clip for you. Benefit from the concentrated power of high credibility and attention-getting presence with this new innovative target group communication in the business network.

Service:
• shooting of a 2-3 minutes long video
• postproduction and editing
• placement of the video in the elektroniknet.de media library or the Markt&Technik or Elektronik YouTube Channel
• full rights of use for the client for further use
• on request raffle of the presented product
• own article and introduction on elektroniknet.de
• placement in newsletter
• posts on the elektroniknet.de social media channels

price: € 3,900.-
(no discounts)
Video, trade fair clip, image gallery advertising

Use the media library of elektroniknet.de as a platform for your advertising.

Trade fair clip
Present your company in a short, professionally produced clip in web quality.

- embedded world
- SMTconnect
- Hannover Messe
- PCIM Europe
- Sensor+Test
- Intersolar
- IAA
- electronica
- SPS - Smart Production Solutions
- more trade fairs on request
- all WEKA events
(see www.weka-fachmedien.de)

Service:
- length: ca. two minutes
- production on your booth
- post production
- placement of the clip in the media library of elektroniknet.de
- full right of utilisation by advertiser

price: € 2,490.-
(no discounts)

Image galleries
Price and information on request

Pre-Roll
Your clip will be played before the video starts,
length max. 10 seconds

price: € 890.- per category and month

Production of a clip (static images/logo + spoken text):
price: € 490.- (no discounts)

Overlay
A static banner will be added in a playing video,
size: 468 x 60 pixel

price: € 1,100.- per category and month

Trade fair TV „99 seconds“*
Exclusiv sponsorship of the daily trade fair TV news on elektroniknet.de

electronica € 1,990.-
embedded world/SPS € 1,590.-
PCIM/Sensor+Test/SMTconnect € 1,190.-
(no discounts)

* Logo insertion at the beginning of the news clip
**Customized Newsletter**

Benefit from the high quality newsletter database of elektroniknet.de.
The customized newsletter will be sent out to recipients as defined.

**Specifications:**
- includes 1 image + 1 report + 1 logo
- text: 1,500 characters max. (incl. spaces)
- image width: 270 pixel; image height: 200 pixel
- subject: 150 characters max. (incl. spaces)
- max. 5 links
- sender: elektroniknet.de and advertiser
- 1 customized newsletter per company a week
- due dates on request
- data delivery 5 working days before sending date

**Prices:**
- subgroup (per product interest):
  - basic rate: € 1,990.- (no discounts)
  - plus per thousand recipients € 280.- (no discounts)
- alternative: exclusive sponsoring, see page 19

subject to alterations

Get a quote online at www.elektroniknet.de/media/customized-newsletter
Customized Services

WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a cross-media marketing portfolio across all industries.

PR services / content creation
Whether you want to arouse curiosity, convince or inform - we support and mediate the creation of neutral, independent and customized tailored content. Convince with high-quality texts that are interesting for your target group, for example success stories, interviews, advertorials, professional articles, product presentations.

Event management
Benefit from our professional all-round package for your events. Whether in-house exhibitions, roundtables, partner events or press conferences - we organize your tailor-made event. Our event services include among others: conception, location selection, speaker placement, invitation management, catering.

Lead generation
Generate valuable contact data from potential customers, for example with: webinars, white paper, sweepstakes.

Social media concepts
With a cross-brand concept, you can also reach your customers via our social media channels and network productively with your target group.

Cross-industry media planning
Benefit from our numerous media brands in the form of a cross-target group and cross-industry media planning within WEKA FACHMEDIEN. Print, online, social media, events.

Video and audio productions
Our own video team, which produces over 300 films a year is at your disposal for film and audio productions of all types as well as postproduction and editing. Examples: company presentation, trade fair films, interviews, product clips.

Translations
Professional translations are becoming more and more important with increasing internationalization. Let our service providers translate your documents, such as marketing materials, white papers, operating instructions or data sheets, for specific target groups and technical fields, using the correct specialist terminology.

Market research
Would you like to measure the success of a campaign? Or do you want to test the launch of a new product? Our individual market research tools, such as a copy test tailored to your needs or a targeted online survey, are available to you for this purpose.

Contact:
Marc Adelberg – Customer Brand Manager
phone: +49 89 25556-1572 - email: madelberg@weka-fachmedien.de
Newsletter advertising formats

Several times per week the editorial offices of markt-technik.de, elektronik.de, design-elektronik.de und elektronik-automotive.de publish their newsletters to recipients in electronics, automotive and automation. With its high click rates the newsletter is the ideal platform for product presentations and company or seminar events.

Recipients:
(August, 2019)
elektroniknet newsletter: 22,679

Every friday international newsletter

Newsletter schedule see pages 20 and 21.

Data delivery 5 working days before sending date
The editorial offices reserves the right to edit the articles in corporation with the customer.

**Technical details on elektroniknet.de/media/showroom (in English)**

* GIF without animation
<table>
<thead>
<tr>
<th>Date</th>
<th>CW</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>07.01.02</td>
<td>02</td>
<td>Markt&amp;Technik: power supply</td>
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<tr>
<td>08.01.</td>
<td></td>
<td>Auto: trends/experts, distribution, automotive electronics</td>
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<tr>
<td>09.01.</td>
<td></td>
<td>DESIGN&amp;ELEKTRONIK: analog- &amp; power management</td>
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<tr>
<td>10.01.</td>
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<td>elektronik.net.de</td>
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<td>Elektronik: trends and experts, distribution</td>
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<td>Markt&amp;Technik: semiconductor</td>
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<tr>
<td>15.01.</td>
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<td>Auto: e-vehicles, automotive electronics</td>
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<tr>
<td>16.01.</td>
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<td>Markt&amp;Technik: industrial computers &amp; embedded systems</td>
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<td>17.01.</td>
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<td>elektronik.net.de</td>
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<td>20.01.04</td>
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<tr>
<td>21.01.</td>
<td></td>
<td>Markt&amp;Technik: electromechanics</td>
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<tr>
<td>22.01.</td>
<td></td>
<td>Auto: connected car, automotive electronics</td>
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<tr>
<td>23.01.</td>
<td></td>
<td>DESIGN&amp;ELEKTRONIK: artificial intelligence</td>
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<td>CAREER</td>
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<td>27.01.05</td>
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<td>Elektronik: industry 4.0, IoT, sensor technology</td>
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<td>28.01.</td>
<td></td>
<td>Markt&amp;Technik: test &amp; measurement</td>
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<td>29.01.</td>
<td></td>
<td>Auto: autonomous driving, automotive electronics</td>
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<tr>
<td>30.01.</td>
<td></td>
<td>Markt&amp;Technik: batteries, accumulators, chargers</td>
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<td>Elektronik: embedded systems, displays</td>
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<td>04.02.</td>
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<td>05.02.</td>
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<td>Auto: alternative drives, automotive electronics</td>
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<td>06.02.</td>
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<td>DESIGN&amp;ELEKTRONIK: power supply</td>
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<td>elektronik.net.de</td>
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<tr>
<td>10.02.07</td>
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<td>Elektronik: young professional (neo)</td>
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<tr>
<td>11.02.</td>
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**Topic Learning**

- 17.10. Markt & Technik: Embedded Computing
- 20.10. SPS Preview
- 20.11. ELEKTRONIK: Young Professional (Neo)
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1. An “order” in the sense of the general terms and conditions that follows is a contract relating to the publication of one or more advertisements of an advertiser or other advertising space buyer in the magazines of the publisher for the purpose of distribution, and to the placement of one or more advertisements of the advertiser or other advertising space buyer in the online advertising spaces of the publisher, regardless of whether the advertisements are placed in the互联网 space on the sites of the publisher or in the space of a third-party site inserted in the magazines brought out by the publisher. Online advertising will cover banners, pop-ups, special interest and keyword placements.

2. Ziffer 1, paragraph 1 applies to general conditions of advertising clients that will not be recognized as an integral part of the contract, that is unless the publisher expressly agrees to it.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any alteration, at the latest one month before the commencement of publication or insertion. If the publisher does not inform the client of the alteration in time, the alteration is deemed to have been communicated to the client immediately. Advertisements that are not recognizable as advertisements because of their editorial composition are not subject to alterations of these terms and conditions.

4. The order will be concluded with the acceptance of the client’s order by the publisher. Such acceptance may be in writing or by e-mail.

5. Should the client order on behalf of a third party, the contract will be concluded between the publisher and the party who requested the insertion of advertising material in the online offering of the publisher, the client also affirms that they will abide by the precepts of the German Telemedia Act (Telemediengesetz – TMG) and the Interstate Broadcasting Treaty (RTW) as well as the Federal Data Protection Act (BDSG) in the collection, processing and use of personal data.

6. In the event of wholly or partly illogical, incorrect or incomplete impression of an advertisement, the client may claim impairment of a faultless submission of the inserted advertising material in regard to which the publisher may no longer be liable for a reasonable term set for this purpose to pass by; or if the substitute advertisement is again not free of faults, the client may claim a reduction in the price of the advertisements for the failure of the order (if ordered).

7. In the event of insufficiencies in online advertising the publisher will initially of their own choice offer rectification or replacement. Should subsequent fulfilment fail, the client may of their own choice demand a reduction of payment (abatement) or cancellation of the order (redhibitory action).

8. The client must report evident insufficiencies of online advertising within in three working days after said online advertising goes live; otherwise a warranty claim may no longer be enforced.

9. In other respects the publisher is only liable as much as, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. Otherwise in the event of financial losses in cases of petty negligence the liability of the publisher is limited to the payment to be made by the client. For claims under the Product Liability Act and for injury to life, body or health the publisher is liable according to statutory provisions.

10. All claims by the client of the publisher resulting from malperformance or insufficiencies of online advertising expire one year after the origination of such claims, that is unless they are founded on claims of deliberate negligence.

11. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the sent proofs. The publisher will include error corrections of which they informed by the print copy deadline or within a term agreed upon by the two parties.

12. If no particular sizes are specified, pricing will be based on the actual impression height that is usual for the type of advertisement.

13. If the client does not pay in advance, the invoice will be sent immediately or within 14 days of publication of the advertisement. Prices for advertising materials taken from the valid price list. Price reductions resulting from changed terms and conditions apply immediately to ongoing orders, price increases one month after announcement of the terms and conditions. If payment for online advertising is billed on a CPM basis, the publisher will inform the client on request of the number of ad impressions, the ad clicks and the ad click rate (ratio of ad clicks to ad impressions) of the web sites where the online advertising of the client is placed or, if payment is billed on a pay-per-click basis, of the number of actual clicks

14. Payment is due within the term shown on the price list, that is unless from case to case different a term of payment or advance payment is agreed in writing. Any discounts for early payment are granted according to the price list. Agreed or allowed discounts for the insertion of advertising material are only valid for orders that are placed in the immediate context and are not changed. For orders after the due date the publisher is entitled to demand the difference between the discount granted and that corresponding to the actual quantity.

15. Upon default of payment or granting of a respite, interest of 8% above the prime lending rate will be billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the contract, in particular the publication of advertising material, in the event of arrears and demand payment. In the case of systemic doubts about the solvency of the client, the publisher is entitled even during the running time of agreed advertisements to demand advance payment for the remaining part of the already ordered and not paid for advertising material. In the event of an outstanding balance the publisher may put payment, if not otherwise a warranty claim may no longer be enforced.

16. On request the publisher will supply an advertising proof. Depending on the nature and scope of the advertising order, advertising cutouts, proof pages or complete proof numbers will be supplied. If a proof can no longer be obtained, it is replaced by legally binding certification by the publisher of the publication and distribution of the advertisement.

17. In the case of this claim the publisher reserves the right to charge for proof pages.

18. The publisher will not be liable for delays in performance resulting from force majeure (strike, lockdown, disruption of operations, etc.). After removal of the obstruction the publisher can immediately publish advertisements in the next possible issue of the publication and online advertising spaces. In this case the publisher has no rights to claims of compensation.

19. Alterations or additions to these general terms and conditions must be communicated in writing, by telefax or by e-mail. That also applies to the cancellation of orders.

20. Any inoperativeness of a term or conditions of this contract may not affect the operativeness of the remaining terms and conditions. An inoperative term and condition is to be replaced by a term and condition that comes closest to the intended business import of the inoperative term and condition.

21. The client avouches that they are the unconditional owner of all rights of use to the advertising material necessary for publication and distribution. The client avowes that they are the unconditional owner of all rights of use to the advertising material necessary for publication.

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