<table>
<thead>
<tr>
<th>Index</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media brand</td>
<td>03</td>
</tr>
<tr>
<td>Circulation / distribution</td>
<td>04</td>
</tr>
<tr>
<td>Target group</td>
<td>05</td>
</tr>
<tr>
<td>Topic schedule 2023</td>
<td>06</td>
</tr>
<tr>
<td>Ad formats</td>
<td>07</td>
</tr>
<tr>
<td>Ad prices</td>
<td>08</td>
</tr>
<tr>
<td>Special ads formats</td>
<td>09</td>
</tr>
<tr>
<td>Technical data print</td>
<td>10</td>
</tr>
<tr>
<td>Ad formats website</td>
<td>11</td>
</tr>
<tr>
<td>Special ads &amp; ad formats mobile</td>
<td>12</td>
</tr>
<tr>
<td>Ad formats newsletter</td>
<td>13</td>
</tr>
<tr>
<td>Customized newsletter</td>
<td>14</td>
</tr>
<tr>
<td>Web-seminar</td>
<td>15</td>
</tr>
<tr>
<td>Matchmaker+</td>
<td>16</td>
</tr>
<tr>
<td>Events</td>
<td>17</td>
</tr>
<tr>
<td>Customized events</td>
<td>18</td>
</tr>
<tr>
<td>Test seal</td>
<td>19</td>
</tr>
<tr>
<td>ICT Consulting</td>
<td>20</td>
</tr>
<tr>
<td>Testlab</td>
<td>21</td>
</tr>
<tr>
<td>Direct link program</td>
<td>22</td>
</tr>
<tr>
<td>Customized services</td>
<td>23</td>
</tr>
<tr>
<td>B2Impact</td>
<td>24</td>
</tr>
<tr>
<td>Terms and Conditions</td>
<td>25</td>
</tr>
<tr>
<td>Contact</td>
<td>26</td>
</tr>
</tbody>
</table>
Use ICT CHANNEL for your channel communication.

Your advantages:

- a credible environment
- high coverage
- great benefit for your target groups

With ICT CHANNEL as a neutral authority, the ICT channel is always well informed.

ICT CHANNEL supports the ICT channel in their day-to-day business with all relevant information, either every two weeks print issue or 24/7 at www.ict-channel.com. Are there delivery difficulties? Is my supplier able to comply with delivery dates? What about the manufacturers’ support quality? Who is among the best distributors? Those questions are examined professionally, critically and assertively.

“High target group affinity”

People making purchase decisions in the ICT or CE channels or influencing their customers’ decisions consult ICT CHANNEL:

- IT and telecom retailers
- System houses
- VARs, ASPs, ISPs
- EtaIers
- System and network integrators
- CE retailers
- Web agencies
- OEMs/manufacturers
- Assemblers
- Distributors

“ICT CHANNEL targets decision makers in the ICT channel directly and offers a high-quality editorial environment!”

Total distributed circulation: 33,328
(source: IVW, quarter 01-02/2022)

“ICT CHANNEL ranks among the most successful trade journals in Germany.”

According to HORIZONT ranking “The greatest trade journals according to gross turnover”, May 2020, ICT CHANNEL ranked among the Top 12 of Germany’s trade journals. By the way…more than 4,000 trade journals are published in Germany.

“Across all types of media – ict-channel.com informs its target groups 24/7!”

136,609 visits and 296,784 page impressions in average per month (IVW-online 08/2021 - 07/2022).

“Customized extras”

With numerous extras (e.g. storage, cyber security, education, managed services), ICT CHANNEL additionally covers the individual information needs of the indirect sales channel.
Circulation / distribution

Trade journal circulation and distribution analysis

Total distribution - ICT CHANNEL

33,328
Total distributed circulation*

= +

19,494
Circulation Print

13,835
Circulation Digital
(E-Paper)

* source: IVW, quarter 01-02/2022

The ICT CHANNEL is read by 3 people per print issue on average. Source: Impact and resonance analysis 2020/19

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the ict-channel.com website.

Purchase prices
Annual subscription print:
National: 160.00 €, thereof 98.75 € issue, 61.25 € shipping
Foreign: 181,25 €, thereof 98,75 € issue, 82,50 € shipping
(incl. current VAT, incl. shipping costs)

Single issue: 6.50 €
(incl. current VAT, plus 3.00 Euro shipping costs)

Annual subscription digital e-paper (national/foreign) 49.99 €
(incl. current VAT, without shipping costs)

Single issue digital e-paper (national/foreign) 3.99 €
(incl. current VAT, without shipping costs)
Target group

Impact and resonance analysis

ICT CHANNEL’s impact and resonance analyses show how advertising works with your customers. They answer the important questions „Is my advertisement actually noticed?“, „What remains present in the minds of my customers?“ and „Can I also inspire new customers for my products and my company with this advertising appearance?“

The impact and resonance analyses are not limited to the content and design of the advertising. Because the advertising presence must always be considered in the overall context. That is why the impact and resonance analysis also shows what the purchasing decision-makers think about your products and your company. Each participant thus receives a concise image analysis „on top“.

ICT CHANNEL asks - you receive well-founded answers and thus important parameters about your target group and advertising impact:

• acceptance, attention and status of the trade medium
• ICT CHANNEL within the target group
• details of the target group
• concrete reactions and assessment of the readers with regard to the respective customer advertisement
• assessment of the provider as well as the customer products and solutions by the target group

What you always wanted to know? Define your individual questions - ICT CHANNEL queries your very specific interests within the impact and resonance analysis.

General reactions to advertisements/articles

Have you taken any steps as a result of an advert or article you have seen in ICT CHANNEL* in the last 12 months?

Due to adverts/articles in ICT CHANNEL* in the last 12 months I have...

- contacted a wholesaler or distributor 38%
- contacted a manufacturer 40%
- recommended the advertised product or service to my colleagues 50%
- recommended the advertised product or service to my customers for purchase 59%
- visited the company’s website 73%
- I thought about new fields of business 81%
- at least one of the reactions mentioned 92%

Source: Impact and resonance analysis 20/2019, conducted by IFAK Institut
* formerly CRN

Industry of the company

In which of the following forms of enterprise would you classify your company? (Multiple answers possible)

- Computer trade with shop 19%
- Computer trade without shop 51%
- System house / Software house 57%
- System integrator 49%
- IT trade 49%
- Mail order business 17%
- Retail (department stores, area markets) 14%
- VAR (Value Added Reseller) 37%

Purchase based on an advertisement/article in ICT CHANNEL*

In the last 12 months, did you buy a product or service based on an advertisement or article in ICT CHANNEL* or did you obtain information to prepare for a purchase?

- have bought once 10%
- have bought several times 28%
- have informed myself to prepare for the purchase 42%
- no reaction yet 20%
<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication</th>
<th>Ad closing</th>
<th>Deadline print material</th>
<th>Focus</th>
<th>ICT CHANNEL extras</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2</td>
<td>Jan 27, 2023</td>
<td>Jan 13, 2023</td>
<td>Jan 17, 2023</td>
<td>refurbishing / remarketing</td>
<td>server</td>
</tr>
<tr>
<td>3</td>
<td>Feb 10, 2023</td>
<td>Jan 27, 2023</td>
<td>Jan 31, 2023</td>
<td>monitors</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Feb 24, 2023</td>
<td>Feb 10, 2023</td>
<td>Feb 14, 2023</td>
<td>digital workplace</td>
<td>education</td>
</tr>
<tr>
<td>5</td>
<td>Mar 10, 2023</td>
<td>Feb 24, 2023</td>
<td>Feb 28, 2023</td>
<td>printer &amp; managed printing services</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mar 24, 2023</td>
<td>Mar 10, 2023</td>
<td>Mar 14, 2023</td>
<td>systemhouse business</td>
<td>cyber security</td>
</tr>
<tr>
<td>7</td>
<td>Apr 06, 2023</td>
<td>Mar 23, 2023</td>
<td>Mar 27, 2023</td>
<td>distribution</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Apr 21, 2023</td>
<td>Apr 05, 2023</td>
<td>Apr 11, 2023</td>
<td>business software</td>
<td>digital signage</td>
</tr>
<tr>
<td>9</td>
<td>May 05, 2023</td>
<td>Apr 20, 2023</td>
<td>Apr 24, 2023</td>
<td>cloud services</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>May 19, 2023</td>
<td>May 04, 2023</td>
<td>May 08, 2023</td>
<td>network infrastructure</td>
<td>storage</td>
</tr>
<tr>
<td>11</td>
<td>Jun 02, 2023</td>
<td>May 17, 2023</td>
<td>May 22, 2023</td>
<td>managed services</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Jun 16, 2023</td>
<td>Jun 01, 2023</td>
<td>Jun 05, 2023</td>
<td>sustainability/Green IT</td>
<td>public sector</td>
</tr>
<tr>
<td>13</td>
<td>Jun 30, 2023</td>
<td>Jun 16, 2023</td>
<td>Jun 20, 2023</td>
<td>cyber security</td>
<td></td>
</tr>
<tr>
<td>14/15</td>
<td>Jul 28, 2023</td>
<td>Jul 14, 2023</td>
<td>Jul 18, 2023</td>
<td>components</td>
<td>notebooks &amp; convertibles</td>
</tr>
<tr>
<td>18</td>
<td>Sep 08, 2023</td>
<td>Aug 25, 2023</td>
<td>Aug 29, 2023</td>
<td>data protection</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Sep 22, 2023</td>
<td>Sep 08, 2023</td>
<td>Sep 12, 2023</td>
<td>IT infrastructure</td>
<td>cyber security</td>
</tr>
<tr>
<td>20</td>
<td>Oct 06, 2023</td>
<td>Sep 21, 2023</td>
<td>Sep 25, 2023</td>
<td>TC &amp; UC</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Nov 03, 2023</td>
<td>Oct 19, 2023</td>
<td>Oct 23, 2023</td>
<td>datacenter</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Nov 17, 2023</td>
<td>Nov 03, 2023</td>
<td>Nov 07, 2023</td>
<td>education</td>
<td>monitors</td>
</tr>
<tr>
<td>24</td>
<td>Dec 01, 2023</td>
<td>Nov 17, 2023</td>
<td>Nov 21, 2023</td>
<td>storage</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Dec 15, 2023</td>
<td>Dec 01, 2023</td>
<td>Dec 05, 2023</td>
<td>backup/data security</td>
<td>managed services</td>
</tr>
</tbody>
</table>
Ad formats

Size information width x height in mm

- **Double page spread across gutter**
  - 460 x 297 mm*

- **1 1/2 pages across gutter**
  - 345 x 297 mm* (without ill.)
  - 317 x 259 mm (type area, s. ill.)

- **1/1 page**
  - 230 x 297 mm*
  - 193 x 259 mm (s. ill. right, type area)

- **1 1/2 pages across gutter**
  - 460 x 143 mm* (without ill.)
  - 414 x 130 mm (type area, s. ill.)

- **1/2 page**
  - 230 x 143 mm*
  - 195 x 128 mm (s. ill.)

- **1/3 page**
  - 230 x 99 mm*
  - 193 x 83 mm (s. ill.)

- **Cover corner advertisement**
  - 97 x 32 mm (s. ill.)

- **2/3 page**
  - 230 x 194 mm*
  - 193 x 178 mm (s. ill.)

- **2/3 page**
  - 152 x 297 mm*
  - 127 x 259 mm (s. ill.)

- **1/3 page**
  - 230 x 99 mm*
  - 193 x 83 mm (s. ill.)

- **1/3 page**
  - 77 x 297 mm*
  - 61 x 260 mm (s. ill.)

* trimmed format
bleed 5 mm on the open sides

Print advertising material
please send by e-mail to:
DISPO.ICT-CHANNEL@wekanet.de
Ad prices

Advertising rates and formats (without VAT)

Ad prices valid from Jan 01, 2023

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 14,990</td>
</tr>
<tr>
<td>1/1 page advertorial (approx. 4,500 characters incl. spaces + logo + 1-2 images)</td>
<td>€ 14,990</td>
</tr>
<tr>
<td>A5 (junior page)</td>
<td>€ 8,990</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 7,990</td>
</tr>
<tr>
<td>1/2 page advertorial (approx. 2,100 characters incl. spaces + logo + 1 image)</td>
<td>€ 7,990</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 5,490</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 3,290</td>
</tr>
<tr>
<td>cover pages U2/U3/U4, each</td>
<td>€ 19,990</td>
</tr>
<tr>
<td>cover flap</td>
<td>€ 21,990</td>
</tr>
<tr>
<td>cover corner advertisement</td>
<td>€ 3,990</td>
</tr>
</tbody>
</table>

within Reseller Market

<table>
<thead>
<tr>
<th>format</th>
<th>basic price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 3,990</td>
</tr>
</tbody>
</table>

Discounts

For purchase within 12 months (insertion year)

<table>
<thead>
<tr>
<th>frequency discount from 1/4 page</th>
<th>volume discount</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads or more</td>
<td>3%</td>
<td>3 pages or more</td>
</tr>
<tr>
<td>6 ads or more</td>
<td>5%</td>
<td>6 pages or more</td>
</tr>
<tr>
<td>9 ads or more</td>
<td>10%</td>
<td>9 pages or more</td>
</tr>
<tr>
<td>12 ads or more</td>
<td>15%</td>
<td>12 pages or more</td>
</tr>
<tr>
<td>18 ads or more</td>
<td>18%</td>
<td>15 pages or more</td>
</tr>
<tr>
<td>24 ads or more</td>
<td>20%</td>
<td>18 pages or more</td>
</tr>
<tr>
<td>36 ads or more</td>
<td>22%</td>
<td>24 pages or more</td>
</tr>
</tbody>
</table>

Loose inserts

Weight

<table>
<thead>
<tr>
<th>Weight</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g per 1,000 pieces</td>
<td>€ 290.-</td>
</tr>
<tr>
<td>up to 50 g per 1,000 pieces</td>
<td>€ 329.-</td>
</tr>
<tr>
<td>up to 75 g per 1,000 pieces</td>
<td>€ 372.-</td>
</tr>
</tbody>
</table>

Bound inserts

Variants

<table>
<thead>
<tr>
<th>Variants</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 pages per 1,000 pieces</td>
<td>€ 279.-</td>
</tr>
<tr>
<td>6 pages per 1,000 pieces</td>
<td>€ 322.-</td>
</tr>
<tr>
<td>8 pages per 1,000 pieces</td>
<td>€ 362.-</td>
</tr>
<tr>
<td>12 pages per 1,000 pieces</td>
<td>€ 392.-</td>
</tr>
</tbody>
</table>

Ad with attached postcard

Minimum format: 1/1 page
74.- € 0/00 Adhesive costs incl. postage (machine bonding, manual on request)

Additional charges

Placement

We charge a surcharge of 10 % of the basic price (but at least € 160) on requested placements confirmed by the publisher.

Cover pages

500,- € surcharge for cover pages 2 and 4

Color

prices are for Euroscale, surcharge for special colours on request

Format

Surcharges for bleed and gutter printing are not levied

Terms of payment

Payment within 21 days without deduction.

Bank details: HypoVereinsbank, München
IBAN: DE37 7002 0270 0035 7049 81
SWIFT (BIC): HYVEDEM MXXX
VAT ID no. DE 811 190 616
Special ads formats

Cover postcard

Size: w 170 mm x h 170 mm

Price: € 14,990

Belly wrap

Size: w 520 mm x h 100 mm
backside about 55 mm unprinted due to bonding

Price: € 23,990

Cover flap

Size cover side: w 115 mm x h 202 mm
Size inside: w 115 mm x h 297 mm

Price: € 21,990

Center flap

Size: w 155 mm x h 297 mm x 4

Price: € 20,990

All formats are available on request. Other special advertising formats are possible. Please contact your ICT CHANNEL media experts.
## Technical data print

### Printing technique / completion

<table>
<thead>
<tr>
<th>Printing technique and processing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>sheetfed offset</td>
</tr>
<tr>
<td>Content</td>
<td>role offset</td>
</tr>
<tr>
<td>Paper</td>
<td>upgraded newsprint paper</td>
</tr>
<tr>
<td>Processing</td>
<td>saddle stitching</td>
</tr>
<tr>
<td>Format</td>
<td>Trimmed format: 230 x 297 mm</td>
</tr>
<tr>
<td></td>
<td>add 3 mm per trimmed edge for bleed size</td>
</tr>
<tr>
<td>Type area</td>
<td>193 x 258 mm</td>
</tr>
</tbody>
</table>

### Loose inserts, bound inserts, tip-on ads, CDs

#### Loose inserts

<table>
<thead>
<tr>
<th>Loose inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum size</td>
<td>10 mm less in height and width than the carrier product</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>minimum 150 gsm for single leaf</td>
</tr>
<tr>
<td>Maximum weight</td>
<td>on request</td>
</tr>
<tr>
<td>Positioning</td>
<td>best possible</td>
</tr>
</tbody>
</table>

Loose inserts must be delivered as trimmed and folded end products and be suitable for machine processing. Insertion options: all copies, or for specific zip-code areas

#### Bound inserts

<table>
<thead>
<tr>
<th>Bound inserts</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent</td>
<td>4 pages (more pages on request)</td>
</tr>
<tr>
<td>Minimum size</td>
<td>105 mm x 148 mm</td>
</tr>
<tr>
<td>Maximum size</td>
<td>carrier-product format</td>
</tr>
<tr>
<td>Trimmed pages</td>
<td>must have an additional 4 mm on each border to be cut off</td>
</tr>
<tr>
<td>Minimum weight</td>
<td>100 gsm for 4-page-products</td>
</tr>
<tr>
<td>Placement</td>
<td>only between the different sections</td>
</tr>
</tbody>
</table>

Bound inserts must be folded and delivered in uncut format and be adapted for mechanical processing.

#### Tip-ons

<table>
<thead>
<tr>
<th>Tip-ons</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Folded products must be closed towards the gutter and be suitable for machine processing. Positioning options are available on request. Insertion options: all copies, or for specific zip-code areas.</td>
<td></td>
</tr>
</tbody>
</table>

#### CDs

<table>
<thead>
<tr>
<th>CDs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning on request</td>
<td></td>
</tr>
</tbody>
</table>

### Delivery date and delivery address

Please ask your contact person.

L.N. Schaffrath DruckMedien GmbH & Co. KG  
Marktweg 42-50, 47608 Geldern  
**Delivery note:** please mark clearly: “loose/bound insert CUSTOMER, for ICT CHANNEL issue xy/2023”

---

### Technical specifications

Place all picture elements (including logos, QR codes) 5 mm from the outer edge. Files in PDF format according to the PDF/X-3 standard.

Please request our reproduction and proofing instructions from the following contact person:

- Stefan Buchner, Disposition, Phone +49 89 25556-1481  
- Sandra Wegner, Disposition, Phone +49 89 25556-1490  
- DISPO.ICT-CHANNEL@wekanet.de

### File names

File names should be given as in the example:

**Customer name_ICT CHANNEL_issue** (e.g.: Mustermann_ICT CHANNEL_1_23)

**Proof:** must be delivered in 4c based on the standard  
**Content proofs:** “PSO-INP_Paper_euc.icc”  
**Cover proofs:** “ISOcoated_v2_eci.icc” for offset printing, unless we may not print your ad. The appropriate profiles may be downloaded at www.eci.org.

Small tonal value deviations are respectively within the tolerance range of the web offset printing.  
**Black tone surfaces** are to be underlined with 40% raster in cyan.  
FTP access: on request
1 Large-/Leaderboard
€ 200.- / 1,000 Ad Impressions
(970 x 90 pixel, 150-300 KB)

2 Billboard
€ 295.- / 1,000 Ad Impressions
(970 x 250 resp. 800 x 250 pixel, 150-300 KB)

3 Wide Skyscraper (sticky)
€ 200.- / 1,000 Ad Impressions
(160 x 600 pixel, 40-80 KB)

4 / 5 Halfpage Ad
€ 220.- / 1,000 Ad Impressions
(300 x 600 pixel, 150 KB)

6 Medium Rectangle
€ 205.- / 1,000 Ad Impressions
(300 x 250 pixel, 40-80 KB)

7 Native Ad, pos. 1+2
€ 350.- / 1,000 Ad Impressions
headline: max. 25 characters
teaser text: max. 90 characters
picture size: 300 x 225 or 300 x 169 pixel
logo (optional): 75 x 25 pixel (3:1)

8 Content Super Banner, pos. 1+2
€ 350.- / 1,000 Ad Impressions
(640 x 250 pixel, 150 KB)

9 Video Ad
€ 205.- / 1,000 Ad Impressions
file format: MP4
file size: at least 1,280 x 720, Bitrate: 1,500 kBit/s, max. 30 MB
Recommended display time: max. 15 - 30 Sec.

Possible file formats: GIF, JPEG,
PNG, HTML5, third-party codes
Details correspond to recommended file size, max. 1 MB possible
Special ads & ad formats mobile

Special ads

Wallpaper 1
€ 310.- / 1,000 Ad Impressions
Leaderboard (728 x 90 pixel)
+ Wide Skyscraper (160 x 600 pixel), 80 KB

Wallpaper 2
€ 350.- / 1,000 Ad Impressions
Large Leaderboard (970 x 90 pixel)
+ Halfpage Ad (300 x 600 pixel), 150 KB

Fireplace
€ 450.- / 1,000 Ad Impressions
Top (990 x 90 pixel), 150 KB
+ Wide Skyscraper left / right (160 x 600 pixel), 80 KB

Possible file formats: GIF, JPEG, PNG, HTML5, third-party codes
Details correspond to recommended file size, max. 1 MB possible

Ad formats mobile

Top position
Mobile banner (6:1) 320 x 50 px
Mobile banner (4:1) 320 x 75 px
Mobile banner (alternative) 320 x 100 px
recommended: 80 KB

Mobile (InContent)
Mobile content (6:1) 320 x 50 px
Mobile content (4:1) 320 x 75 px
Mobile content (alternative) 320 x 100 px
Mobile rectangle 300 x 250 px
Mobile interstitial 320 x 480 px
Mobile halfpage ad 300 x 600 px
recommended: 80-150 KB

Mobile Parallax
300 x 600 pixel, recommended: 150 KB

Due to different pixel density of the devices, all banner formats can also be requested in double size.
Prices on request.
**Ad formats newsletter**

The **ICT CHANNEL newsletter** provides your customers twice daily (mo - fr, am + pm) with information – quickly, up-to-date and targeted. More than 13,800 users receive tailor-made news, product reports and specialist articles. The newsletter is the perfect advertising medium for product presentations and event notes.

'07/2022

### Leaderboard

630 x 90 pixel, max. 200 KB
Leaderboard in the e-Paper Newsletter: **€ 1,490**.

### Billboard

630 x 200 pixel, max. 200 KB

### Small Rectangle

291 x 156 pixel, max. 200 KB, an image to be supplied by the customer (logo or logo with textual content)

### Native ad without logo

visualization like articles
headline + image + text and ad URL (max. 1 link)
image: 225 x 127 pixel, max. 200 KB
headline: max. 40 characters, text: max. 300 characters each incl. spaces

### Text ad with logo

visualization like articles
headline + image + text + logo and ad URL (max. 1 link)
image: 225 x 127 pixel, max. 200 KB, logo: 150 x 50 pixel
headline: max. 40 characters, text: max. 300 characters each incl. spaces

### Video ad (on request)

YouTube/Vimeo URL for integration.

**Per advertising medium per week € 4,900**

**File format:**
- Image with text: PNG
- Image without text: JPG or GIF (GIF only without animation)
- Prices per mailing

**All newsletter advertising formats are optimized for mobile devices**
Customized newsletter

Target group specific: customized newsletter

Benefit from our high-quality newsletter address pools. We send your individual information exclusively. By providing the finished technical infrastructure as well as the current recipient data, we efficiently place your desired advertising message.

Advantages

- high reader/user retention
- effective emotionalization
- clear cost structure
- maintained database
- transparent reporting

Technical specifications

- subject line: max. 150 characters including spaces
- logo: 150 x 50 px
- max. 3 images:
  - version A: 1 header image 630 x 200 px
  - + 2 further images of 270 x 200 px
- text: max. 2,000 characters without spaces
- links: max. 5
- optional video ad: YouTube/Vimeo URL for integration

Delivery of finished HTML mailing

- width: 630 pixels
- standard fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: don’t use CC strings within the HTML that send CSS strings in a separate file
- maximum file size: max. 300 KB per image; maximum 2 MB per newsletter
- font size: not smaller than 10 pt
- do not use forms
- use tables for layout
- image formats: jpg, gif, png

Data delivery: latest on the 5th working day, 12 o’clock before the newsletter will be sent. Send to: DISPO.ict-channel@wekanet.de

Basic price: € 1,490.-
+ per thousand recipients: € 270.- (no discounts)
plus € 149.- handling costs for selection, at least 1,000 recipients
Lead generation with web-seminars

Convey specific know-how to your customers and involve them actively and live in the event. Your audience can ask you interposed questions via chat. Emphasise the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation.

Services

- print advertisement to promote the web-seminar (booking at least 6 weeks before the web-seminar)
- native ad for application in two ICT CHANNEL newsletters
- native ad to advertise on ict-channel.com for one month in total
- customized newsletter to qualified users
- participant registration
- briefing of your speaker and technical implementation
- live broadcast incl. moderation
- forwarding of registration data (company, first name, last name, e-mail)
- provision of the web-seminar as a downloadable on-demand webcast subject to registration

Price: € 6,990.- (no discounts)
Companies from the ICT industry present themselves at Matchmaker+ on ict-channel.com

With a premium entry, you ensure that your customers find you even better! Take advantage of the many possibilities on ict-channel.com: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances. The exclusive ranking system also ensures premium customers one of the top places in the product search.

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 and your contact details
- 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
- Only premium suppliers are able to book keywords (e.g. datacenter, security, unified-communications, etc.). Editorial articles containing your company name or booked keyword will feature your company logo as well as a link to your premium entry.

Customers can find the right provider!
Book your premium entry in the suppliers’ compass of ict-channel.com now!
https://matchmaker.ict-channel.com/

Price: € 2,990.- / 12 months (no discounts)
Including on keyword for free! (36,000 impressions max.)
Price per additional keyword: € 990.- / 12 months
Events

ICT CHANNEL on Tour

Inform, exchange, network: In 2023, ICT CHANNEL will once again start an event tour across Germany, inviting system houses and managed service providers to join in the discussion and help shape the future. The focus here is not on frontal lectures or Power Point presentations, but on a practical, authentic dialog at eye level - from system houses for system houses.

How to attract IT professionals? Which solutions must define your own portfolio today? And how do you master the path to becoming a managed service provider? ICT CHANNEL on Tour focuses on these and many more questions about the system house business in an innovative, networking-focused event format. At several afternoon/evening events in the most important German cities, providers will again have the opportunity to exchange ideas with future and existing partners in a unique atmosphere, and to present themselves as a driving force behind the decisive digital and channel topics.

Our participants, your target group

- IT system houses
- managed service provider
- value-added reseller

Top issues

- managed services
- recruitment of skilled workers
- company succession
- IT security
- outsourcing
- system house networking
- modern workplace
Customized events

For over 20 years, WEKA FACHMEDIEN has been organising, in close cooperation with the responsible editorial team, around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year. Depending on the customer’s wishes, our services are available in modules or as an „all-round carefree package“ (full-service concept) tailored to your company’s needs.

If required, we can organise the entire event for you - as a face-to-face event or virtually: trade fairs, conferences & web-seminars.

Our services

- development of ideas and conception of events
- acquisition of speakers, keynote speakers, exhibitors and sponsors
- moderation
- layout and printing of brochures and programme flyers
- layout of advertisements and online advertising services
- creation of media plan
- creation and maintenance of event websites
- video shooting on site
- participant management, handling
- location scouting, catering, technology
- creation of supporting programme and conference documents
- budget planning, control
- evaluation, documentation and follow-up

Advantages of virtual events

- promotion of the virtual event on all channels of our trade media
- accessibility - globally 24/7
- optimal target group approach
- plenty of space for your product presentations, videos, image galleries, documents
- numerous interaction options: Live chat, video calls, interactive surveys, web seminars
- qualified lead generation: you receive all contact data of stand visitors/participants after approval of the GDPR

Trade fairs

- your virtual stand is open 24/7 during the fair
- individual design (based on our templates)
- the visitor finds all information in one place
- on request: speaker slot with your specialist presentation in our virtual conference hall
- statistics and reporting of stand visitors

Conferences

- speaker slot with your web-seminar on the virtual stage (45 minutes + Q&A)
- your virtual showroom: show innovations in the live stream - participants can join it and you interact via chat, Q&A, surveys/polls and handouts
- your own company page with company profile, contact person and contact form and the possibility for participants to arrange video calls with you
- logo presence in the partner directory
- networking functions: match-making and speed-dating will put you in direct contact with participants

Web-seminars

With web seminars, you actively and live involve your customers in a specific topic, and your audience can ask questions via chat. Underline your know-how with a dynamic and interactive presentation and convince customers of the benefits of your products and the competence of your company.

>> details on page 15
Test seal

Reader test - 5 stars plus for your product

The ICT CHANNEL reader test offers you the perfect content marketing tool to interactively reach your target group and subsequently convince new customers with a credible seal of approval. An independent jury from the ICT CHANNEL readership evaluates your product, while the ICT CHANNEL team editorially accompanies the reader test on all ICT CHANNEL channels.

Media services print

• editorial test call in ICT CHANNEL
• interim editorial report in ICT CHANNEL
• final editorial report & award of the test seal in ICT CHANNEL
• high gloss print underlay with your reader’s test (1,000 copies)

Media services digital

• test call and final report also on ict-channel.com
• test call and final report on the ICT CHANNEL social media channels
• advertising and reports via the ICT CHANNEL newsletter

Use the credible ICT CHANNEL test seal for your entire market communication.

19,900.- Euro (no discounts)
**STUDIES**

The editorial teams of our media brands use their in-depth expertise to develop question concepts on the most important focus topics of the moment. By means of a targeted application strategy, we ensure that the study not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality. You benefit from comprehensive communication: we pick up the results in our editorial reporting, develop a high-quality paper based on the study, which also includes your content, and make this and the most important facts available to companies, the media and, of course, for your PR and marketing measures.

**Implementation:**
- study by the editorial staff of the ICT network with a neutral topic (for example: cyber security)
- questions created by ICT editorial staff
- creation, hosting and evaluation by editorial staff
- number of cases: $N = 150$ (minimum)
- paper (digital) with editorial content, editorial evaluations and analyses

**Sponsorship packages:**

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>company profile in paper (digital)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>logo placement in all advertising activities</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>provision of the study results</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>provision of the paper for marketing purposes (accessibility via registration required)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>question(s) in the study</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>statements in paper (digital)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>interview in paper (digital)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

Price: 14,990 €

---

**EXCLUSIVE SURVEYS**

Do you want to address individual questions to a selected target group and obtain insights into your strategy, market developments and technical trends? Design your exclusive survey together with us and benefit from our renowned communication channels. We will be happy to support you with conception, creation, application and evaluation.

**Option 1: surveys**

**Implementation:**
- survey consisting of up to 10 questions
- delivery of the questions by the customer
- creation and hosting by WEKA Consulting
- number of cases: $N = 30$ (minimum)
- duration: approx. 2 weeks
- reporting: survey reporting in Excel format

**Advertising activities:**
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

**Price:** 9,990.- Euro

**Option 2: survey with consulting/evaluation**

**Implementation:**
- survey consisting of up to 15 questions
- delivery of the questions by the customer, on request with content consulting by WEKA Consulting
- creation and hosting by WEKA Consulting
- number of cases: $N = 50$ (minimum)
- duration: approx. 4 weeks
- reporting: creation of a paper (digital) based on the survey results (management summary, graphics, etc.)

**Advertising activities:**
- one customized newsletter and native ad in the newsletter and on the website
- prize draw to generate participants

**Price:** 14,990.- Euro
THE TESTLAB
Over 20 years of testing expertise – From experts for experts

We test your products and document their quality metrologically and with database support. On request, we can prepare further expert reports, such as a usability test or a competitive benchmark.

Our product check is particularly exciting: you will receive a valuable certificate including a detailed laboratory report if your product has met at least 66% of the laboratory criteria.

YOUR ADVANTAGES

- decades of market knowledge
- modern test architecture and measurement technology
- unique test procedures
- product database supported competitive analysis

Hard, transparent and fair testing:
Use the expertise and quality of our Testlab to learn everything about your product.

Usability check/FFU
You want to bring a new product to the market but you are unsure how it will be received by the customer. Ask Testlab for a usability check/fitness for use test.

Product check
Your product is one of a kind and you like to prove it: The Testlab product check provides the end user orientation in a more and more non-transparent supply of accessories. Obtaining the Testlab certificate is to be assessed as a quality characteristic.

Product test
You want to know all about your product before going to market. Then a product test covers usability check, product check and all relevant technical measurements for you.

Product competition analysis
Is your product ready to succeed? We will find the answer: We author an objective ranking of your product in comparison to the market competition based on customer needs, including an estimation of the market chance based on the technical parameters. We use a complex and extensive database that covers all products relevant to the market, some of them with more than 400 KPIs. Our facilities enable the objective rating of all technically relevant parameters.

www.connect-testlab.com
Direct link program – your direct link for more turnover

The direct link program directs our readers/your customers to your website directly through a tracking URL, using keywords defined by you. The combination of professional content and innovative technology guarantees you a high ROI.

Example keyword cloud / example company Fujitsu

Advantages

• direct link to your homepage or your online shop

• prominent placement in editorial content

• high attention and high probability to click

Link to your own company/brand:
  • per month: 990,- Euro (not discountable)
  • per year: 9,990,- Euro (not discountable)

Link to a keyword:
  • per month: from 990,- Euro (not discountable)
Customized services

We are your 360° media partner, who can support your company and your products in a variety of ways to help them succeed in the market.

**B2Impact:**
Content creation with 360° communication

**YOUR ADVANTAGES:**
- Content creation for all channels
- Customized publishing
- Full service
- Social media campaigns
- Partner for corporate communications and agencies

[weka-fachmedien.de/de/events/aktuelle-events](weka-fachmedien.de/de/events/aktuelle-events)

**WEKA EVENTS:**
Face-to-Face and virtual events

**YOUR ADVANTAGES:**
- Over 25 years of experience in the event sector
- Innovative and targeted conception with realisation of live and virtual events at the highest level
- A well-rehearsed team as your all-in-one partner

**WEKA ONLINE CAMPUS:**
Web seminars, advanced training

**YOUR ADVANTAGES:**
- Perfect for customer retention and new customer acquisition
- Interactive content marketing tool with lead guarantee
- Increasing corporate awareness through cross-media advertising
- Effective knowledge transfer for your customers

[weka-online-campus.de](weka-online-campus.de)

**WEKA NOW:**
Moving image

**YOUR ADVANTAGES:**
- Benefit from the new WEKA moving image format with its exclusive advertising formats
- Professional image films, reports and product presentations
- Own, fully equipped TV studio

[connect-testlab.com](connect-testlab.com)

**WEKA TESTLAB:**
Independent test laboratory

**YOUR ADVANTAGES:**
- Independent laboratory for smarthome, ICT and electronics
- Publisher’s own measuring station for high-frequency measurements in the field of mobile telephony
- Unique method for objective measurement of WLAN connections
- Elaborate measurement of cameras, lenses and smartphone cameras
- Black space for measurements of TV sets
- Consulting by recognised experts
- Decoupled from the editorial offices (neutral and objective)
Story services
Producing relevant, useful content is a must for B2B companies today. Because content has become the central criterion for business success. As a unit of a publishing house that publishes print and digital trade media for the electronics, automation, communications, medical, logistics, automotive, construction & buildings, and industrial sectors, we know the content needs of a B2B audience that expects texts to provide value and orientation. Producing good stories for thematic niches is our job - and your added value when you commission us to create high-impact stories. That’s because we combine the in-house expertise of our editors and experts at WEKA FACHMEDIEN to create your content. And most importantly, we also optimize your existing content so that it performs better.

Content campaigns
Content marketing turns your marketing itself into a product. To ensure that your content is also consumed and thus creates impact with your customers, it must be embedded in a holistic content marketing strategy. Whether cover stories, online advertorials, editorials from defined topic worlds, customized newsletters, reader tests, employer and company profiles, success stories or social media posts. We design integrated print and digital campaigns, using the entire spectrum of formats from text to image galleries to video in a targeted and resource-efficient way, seamlessly fitting the campaign into your marketing strategy and playing out the content either in our print and online media or on your content hub.

Event marketing
Arousing positive emotions and transferring them to your company is best achieved with live marketing. As organizers of more than 50 trade congresses and conferences per year, we know how to select and inspire the right target groups for your B2B event. With our expertise and experience in packaging even very cutting-edge topics in exciting event formats and creating a coherent experience for your target group, from the choice of location to the speakers, we ensure experiences with results. Not only live, but also in virtual formats.

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

Corporate publishing
For us, your content is king! From research to graphics, proofreading to handling printing, we’ll be happy to take care of all the steps up to publication for you. You decide whether your magazine will appear in the look and feel of our media brands and will also be distributed via our print and online distribution channels. As an e-paper, on the website and in the relevant newsletters. Or we can design your own company-specific layout and you decide on the distribution and communication channels.

Translations
Professional translations are becoming more and more important with increasing internationalization. Have your documents such as marketing materials, operating instructions, or data sheets translated by our service providers, using the correct technical terminology.
General terms and conditions for advertisements and advertising of WEKA FACHMEDIEN GmbH

(August 2023)

1. An „order” in the sense of the general terms and conditions that follow is a contract relating to the publication of one or more advertisements. The publisher reserves the right to alter the appearance of an advertisement based on the business interests of the publisher for the purpose of distribution, and to the placement of online advertising on the web sites of the publisher. These terms and conditions will also apply to an order for third-party prints in the magazines brought out by the publisher. The publisher will cover banners, pop-ups, and other special interest and keyword placements.

2. Digital or graphic supplement or supplemental general terms and conditions of advertising clients will not be recognized as an integral part of the contract, that is, unless the publisher expressly agrees to them.

3. The publisher may alter these terms and conditions at any time. They will inform their clients in good time of any such alteration. Any alteration must be acknowledged in particular in the case of the inappropriateness of a term or condition, to add or to replace the latter with effect for existing contracts, and upon the alteration of a legal provision or supreme court decision if such alteration affects one or more clients and contains a contractual relationship, to adapt the affected terms and conditions to suit the purpose of the agreed legal situation.

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 email.

5. Should an advertising agency commission advertising orders on behalf of third parties, the contract will be concluded strictly with the advertising agency and not with its ordering party. If the ordering party of the advertising agency is to be the contractual partner, it will be named by the advertising agency or the ordering party and the issue of an order to the advertising agency verified in writing.

6. Advertising brokers and advertising agencies are duly bound to obey the price list of the publisher in their representations concerning advertising services and advertising agencies. The commission granted by the publisher may not be passed on to the client, either wholly or in part.

7. The client is not entitled to the inclusion of advertisements in certain numbers, certain editions or at certain places of magazines. The publisher may insert an advertisement at a suitable spot, that is, unless insertion was agreed for a certain number, in a certain edition or for a certain place of the particular magazine. The requirement for this is a punctual availability of the ready to print copy. If the order cannot be performed in the particular number, the particular edition or at the particular place of the magazine, the publisher is authorized to insert in another number at a suitable spot. Categorized ads will be printed in the particular column without an express request of the client.

8. Placement of online advertising will be made as reasonably seen fit with the greatest possible consideration of the client’s interests. The client is not entitled to placement of online advertising at a certain number of the particular web site or the placement of unsuitable advertisements. The publisher holds the right to change the date of appearance of online advertising for technical or other comprehensible reasons.

9. The client may cancel orders for online advertising after conclusion of the contract. Cancellation must be in writing. The publisher will terminate insertion of the online advertising immediately after receipt of the cancellation.

10. Cancellation fee online: Cancellation two weeks before the beginning of insertion is free of cost. In the event of cancellation within a shorter term the publisher is entitled to bill the following costs:
- 70% of the net value of the order for cancellation less than two weeks before the commencement of insertion,
- 50% of the net value of the order for cancellation within one week of the commencement of insertion, - for cancellation after the commencement of insertion 50% of the net value of the order that is still due at the time of terminating insertion of online advertising. The price of online advertising already inserted will also be billed. Cancellation terms print: Cancellation is possible free of charge until the ad closing date.

11. Different to the above provisions, cost-free cancellation of scheduled postings is only possible until two weeks before the date of insertion at the latest.

12. The publisher reserves the right to decline advertisement orders, also single insertions, advertisement texts and supplement orders because of the content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official stipulations, or their publication is unacceptable for the publisher. Supplement orders are not binding for the publisher until the presentation of a specimen of the supplement or their approval. Supplements that create the impression with the reader, through their format, their content as well as their context part in such a way that they are not immediately evident as advertisements will not be accepted. Rejection of an order will be communicated to the client immediately.

Advertisements that are not recognizable as advertisements because of their editorial composition may not be identified by the word “Advertisement”, “Advertisement”, “Anzeige”, “Anzeige” or similar. Advertising is not obviously advertising, the publisher may also identify it as such, in particular by the word “Advertisement”, “Advertisement”, “Anzeige”, “Anzeige”, or set it off from the editorial content to make its advertising nature plain.

13. The client is required to present delivery of proper and punctual delivery of materials required for online advertising. In the case of digital ready to print copy the client undertakes to deliver proper copy, complying in particular with the format or the technical specifications of the publisher, punctually for the print copy deadline.

14. All services rendered by the publisher are subject to punctual fulfillment and execution of obligations and service requirements.

5. The client avowes that they are the unconditional owner of all rights of use to the advertising material brought out by the publisher. The client does not have the right to pass by, or if the substitute advertisement is again not free of faults, the client may claim a reduction of payment (abatement) or cancellation of the order (redhibitory action).

8. The client must report evident inaccuracies of the advertising in writing within 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 in as much as they, their auxiliary persons and/or legal representatives are accused of deliberate or grossly negligent behavior. This does not apply in as much as the publisher relates principal obligations of the contract.

22. In case of petty negligence the publisher and/or their auxiliary persons and legal representatives cannot be held liable for loss of earnings, damages and loss and profit. 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 the publisher is liable in accordance to statutory provisions.

27. 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.

28. Proofs will only be supplied if expressly wished. The client bears responsibility for the correctness of the transmitted data.

31. The publisher reserves the right to adapt the content of the advertisement to demand advance payment of the amount due when the advertisements are completed and billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of advertisements to demand advance payment of the amount due when the advertisements are completed and billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of advertisements to demand advance payment of the amount due when the advertisements are completed and billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. The client is responsible for ensuring that the transmitted files are ready for online advertising. Any discount or special term are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculates the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

32. 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, of 5% above the prime lending rate. Upon default of payment the publisher may put further execution of the current order on hold until payment, and demand advance payment for remaining advertisements. If there are well-founded doubts about the solvency of the client, the publisher is entitled even during the running time of advertisements to demand advance payment of the amount due when the advertisements are completed and billed or, if the client is a consumer in the sense of para. 13 of the German Civil Code, of 5% above the prime lending rate. The client is responsible for ensuring that the transmitted files are ready for online advertising. Any discount or special term are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculates the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

33. 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, of 5% above the prime lending rate. The client is responsible for ensuring that the transmitted files are ready for online advertising. Any discount or special term are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculates the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

34. 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, of 5% above the prime lending rate. The client is responsible for ensuring that the transmitted files are ready for online advertising. Any discount or special term are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculates the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.

35. 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, of 5% above the prime lending rate. The client is responsible for ensuring that the transmitted files are ready for online advertising. Any discount or special term are granted according to the price list. Agreed or allowed discounts for the insertion of a number of advertising means or upon the conclusion of blanket orders are only valid if the particular quantity and the time frame are adhered to. Upon non-adherence to the agreed quantity or time frame, the publisher is entitled to recalculates the discount proportionally to the difference between the discount granted and that corresponding to the actual quantity.