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<thead>
<tr>
<th>1. Titel</th>
<th>SmarterWorld</th>
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</thead>
<tbody>
<tr>
<td>2. Brief characteristics</td>
<td>SmarterWorld is the medium for smart technologies of networked electronic systems. From electronic, efficient components to networked subsystems and the Internet of Things. The spectrum of applications ranges from smart homes and buildings to smart cities, grids and critical infrastructures. The new smart world of energy generation, industrial smart automation and production, and smart mobility all have in common the networking of electronic devices from a wide range of application areas, which are converging to form the Internet of Things (IoT) as the most important new infrastructure of the 21st century. With an eye on efficiency, SmarterWorld brings a consistent structure to the topic. In detailed technical articles and interviews, the experienced editors introduce readers to innovations, technical trends and the activities surrounding technical developments, standards and regulations. On the topics of Smart Sensors, Smart Batteries, Smart Power, Smart Distribution and Smart Factory, SmarterWorld brings thematically concentrated knowledge leadership in the technical trend domains. Around the clock, smarterworld.de provides information on the latest technical trends, new business models and relevant political discussions and regulations in the sections Smart Automation/IoT, Smart Energy, Smart Generation, Smart Utilities, Smart Power and Smart Components. The smarterworld.de newsletter, which is published twice a week, reaches more than 11,000 recipients (as of October 2020) and is the ideal advertising medium with current trends, the latest products and up-to-date expertise.</td>
</tr>
<tr>
<td>3. Target group</td>
<td>Technical and commercial management, developers and company management as well as energy responsible purchasers</td>
</tr>
<tr>
<td>5. Vintage</td>
<td>12. year 2021</td>
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<tr>
<td>07. Publishing house</td>
<td>WEKA FACHMEDIEN GmbH</td>
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<tr>
<td></td>
<td>Richard-Reitzner-Allee 2, 85540 Haar</td>
</tr>
<tr>
<td></td>
<td>Telefon: +49 89 25556-1376</td>
</tr>
<tr>
<td></td>
<td>smarterworld.de, <a href="http://www.weka-fachmedien.de">www.weka-fachmedien.de</a></td>
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<td>08. Publisher</td>
<td>WEKA FACHMEDIEN GmbH</td>
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<td>09. Media</td>
<td>Christian Stadler</td>
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<td></td>
<td>Sales Director</td>
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<tr>
<td></td>
<td><a href="mailto:cstadler@weka-fachmedien.de">cstadler@weka-fachmedien.de</a></td>
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<tr>
<td></td>
<td>+49 89 25556-1375</td>
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<td>10. Editorial</td>
<td>Dr. Ingo Kuss</td>
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<tr>
<td></td>
<td>Editor in Chief</td>
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<tr>
<td></td>
<td><a href="mailto:ikuss@weka-fachmedien.de">ikuss@weka-fachmedien.de</a></td>
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<td></td>
<td>+49 89 25556-1324</td>
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<tr>
<td></td>
<td>Rainer Peppelreiter</td>
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<td></td>
<td>Editorial Assistance</td>
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<td><a href="mailto:rpeppelreiter@weka-fachmedien.de">rpeppelreiter@weka-fachmedien.de</a></td>
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<td>+49 89 25556-1312</td>
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</table>
Target group/intention to create

Ad attention

In the last 12 months, have you purchased a product or service based on an ad or article on smarterworld.de or obtained information to prepare for a purchase?

- Have purchased or recommended the purchase: 15%
- Have informed me to prepare for purchase: 49%
- Have forwarded information: 10%
- No, not yet: 26%

Newsletter attention

Do you use the smarterworld.de newsletter?

- Yes, regularly: 48%
- Yes, sporadically: 29%
- No, not yet: 23%

Appreciation

How would you rate the following statements about smarterworld.de? (strongly agree, strongly agree, rather agree)

- smarterworld.de has high editorial quality: 82%
- smarterworld.de provides reliable information: 87%
- smarterworld.de is credible: 90%
- smarterworld.de is current: 93%

Company branch

In which industry does your company operate?

- Science/Education: 20%
- Mobility: 24%
- Municipality/Authority: 6%
- Installation: 10%
- Automation: 28%
- Smart Building/Smart Home: 16%
- Wholesale/System Integrator: 10%
- Energy supplier: 4%
- Renewable energy (technology for wind/sun/hydro): 12%
- Manufacturer battery storage: 2%
- Other: 23%

Source: smarterworld.de-Nutzerstruktur-Analyse Oktober 2018
### Topic interest

**Which topics are business relevant and/or interesting for you?**

- Automation: 46%
- Power supply: 41%
- Energy efficient electronics: 39%
- Energy management: 33%
- Energy storage: 28%
- Renewable energies: 11%
- Energy industry: 32%
- Semiconductor: 37%
- Electromechanics/Passive components: 27%
- Industry 4.0/IoT: 27%
- IoT: 28%
- Lighting: 19%
- Smart Building/Smart Home: 28%
- Smart Energy: 18%
- Smart Grid: 15%
- Smart Meter: 19%
- Smart Mobility: 26%
- Measurement and sensor technology: 47%

**Focus area of work**

**In which area of work do you focus?**

- Management: 14%
- Purchasing/Procurement: 11%
- Energy responsible: 5%
- Marketing/Sales: 14%
- Development/Construction: 45%
- Production/Fabrication: 10%
- EDP, data processing: 5%
- Quality control: 3%
- IT assets/systems: 7%
- Commercial management: 5%
- Technical management: 7%
- Customer service: 11%
- Organization/Logistics: 5%
- Network planner: 5%
- Plant operator: 5%
- Other: 6%

### Investment decisions

**How are you involved in investment decisions in your company?**

- Purchase approval, budget approval: 7%
- Final deciding factor, from whom to buy: 18%
- Final deciding, what to buy: 29%
- Evaluating/advising, from whom to buy: 32%
- Evaluating/consulting, what to buy: 50%

### Information sources

**What sources of information do you use when you want to learn about products, vendors and news in professional electronics?**

- Magazines from specialized publishers: 69%
- Independent e-mail newsletters from specialized publishers: 58%
- Independent websites of professional publishers: 40%
- Websites of manufacturers: 70%
- Exhibitions / Trade fairs / conferences / congresses: 52%
- Seminars, workshops and Trainings (not online / virtual): 18%

Source: smarterworld.de-Nutzerstruktur-Analyse Oktober 2018
Website banner formats

1 Large-/Leaderboard
€ 330,- / 1.000 Ad Impressions
(970 x 90 Pixel, 150-300 KB)
€ 260,- / 1.000 Ad Impressions
(728 x 90 Pixel, 150-300 KB)

2 Billboard
€ 390,- / 1.000 Ad Impressions
(970 x 250 bzw. 800 x 250 Pixel, 150-300 KB)

3 Wide Skyscraper (sticky)
€ 200,- / 1.000 Ad Impressions
(160 x 600 Pixel, 40-80 KB)

4 Halfpage Ad
€ 300,- / 1.000 Ad Impressions
(300 x 600 Pixel, 150 KB)

5 Medium Rectangle
€ 200,- / 1.000 Ad Impressions
(300 x 250 Pixel, 40-80 KB)
Position 3: € 120,- / 1.000 Ad Impressions

6 Native Ad
€ 390,- / 1.000 Ad Impressions
Headline: max. 25 characters
Teaser text: max. 90 characters
Image size: 300 x 169 Px
Logo (optional): 150 x 50 Px (3:1)

7 Content Super Banner
€ 390,- / 1.000 Ad Impressions
(640 x 250 Pixel, 150 KB)

Possible file formats: GIF, JPEG, PNG, HTML5, Third-party codes
All data correspond to recommended file size, max. 1 MB possible
Special formats & banner mobile

**Special formats**

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**Wallpaper 1**
€ 380,- / 1.000 Ad Impressions
Leaderboard (728 x 90 Pixel) + Wide Skyscraper (160 x 600 Pixel), 80 KB

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**Wallpaper 2**
€ 420,- / 1.000 Ad Impressions
Large Leaderboard (970 x 90 Pixel) + Halfpage Ad (300 x 600 Pixel), 150 KB

---

**Fireplace**
€ 500,- / 1.000 Ad Impressions
Top (990 x 90 Pixel), 150 KB + Wide Skyscraper left / right (160 x 600 Pixel), 80 KB

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

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**Mobile banner overview**

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**Top Position**
Mobile Banner (6:1) 320 x 50 px: € 270,-
Mobile Banner (4:1) 320 x 75 px: € 330,-
Mobile Banner (alternative) 320 x 100 px: € 390,-
recommended: 80 KB

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**Mobile (InContent)**
Mobile Content (6:1) 320 x 50 px: € 100,-
Mobile Content (4:1) 320 x 75 px: € 150,-
Mobile Content (alternative) 320 x 100 px: € 200,-
Mobile Rectangle 300 x 250 px: € 250,-
Mobile Interstitial 320 x 480 px: € 390,
Mobile Halfpage Ad 300 x 600 px: € 390,
recommended: 80–150 KB

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**Mobile Parallax**
300 x 600 Pixel recommended: 150 KB: € 450,-

Due to different pixel density of the devices, all banner formats can also be requested in double size.
Lieber Herr Mustermann,


Dr. Ingo Kueh Chefredaktor SmarterWorld

The SmarterWorld newsletter reaches over 11,500 recipients.
(as of 11/2020) and offers a targeted communication opportunity for advertisers with the latest trends, products and specialist topics.

Recipients: 11.577     1 State: 11/2020

The SmarterWorld newsletter reaches over 11,500 recipients.
(as of 11/2020) and offers a targeted communication opportunity for advertisers with the latest trends, products and specialist topics.

Recipients: 11.577     1 State: 11/2020

Premium Leaderboard

630 x 90 Pixel, max. 200 KB
€ 1.890,-

Billboard

630 x 200 Pixel, max. 200 KB
Position 1: € 2.190,-
Position 2 + 3: € 1.890,-
Position 4: € 1.590,-

Small Rectangle

291 x 156 Pixel, max. 200 KB
An image to be supplied by the customer as desired (Logo or logo with textual content)
€ 790,-

Native Ad without Logo

Visualization like article
Headline + image + text and ad URL (max. 1 link)
Image: 225 x 127 pixels, max. 200 KB, headline: max. 40 characters,
Text: max. 300 characters, each including spaces
Prices: € 2.190,- (Pos.1), € 1.890,- (Pos. 2+3), € 1.590,- (Pos.4)

Text ad with Logo

Visualization like article
Headline + image + text + logo and ad URL (max. 1 link)
Image: 225 x 127 pixels, max. 200 KB, Logo: 150 x 50 pixels
Headline: max. 40 characters, text: max. 300 characters, each ind. space.
Prices: € 2.190,- (Pos.1), € 1.890,- (Pos. 2+3), € 1.590,- (Pos.4)

Appointment entry

Text: max. 140 characters incl. spaces and ad URL
(max. 1 link) in two newsletters
€ 490,-

Exclusiv-Sponsoring

€ 5.450,- (nicht rabattfähig)

All newsletter advertising forms are optimized for mobile devices

File format: PNG, JPEG, GIF*

*GIF only without animation
<table>
<thead>
<tr>
<th>Number</th>
<th>Appears on</th>
<th>Main topics</th>
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<tbody>
<tr>
<td>NL 1</td>
<td>14.01.2021</td>
<td>Customers Choice</td>
</tr>
<tr>
<td>NL 2</td>
<td>19.01.2021</td>
<td>Power Supply &amp; Power Management</td>
</tr>
<tr>
<td>NL 3</td>
<td>26.01.2021</td>
<td>Energy Storage, Preliminary Reports Battery World</td>
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<tr>
<td>NL 4</td>
<td>02.02.2021</td>
<td>IIoT / Industry 4.0</td>
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<td>NL 5</td>
<td>04.02.2021</td>
<td>Smart Sensors</td>
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<td>NL 6</td>
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<td>Semiconductor</td>
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<td>NL 7</td>
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<td>Customers Choice</td>
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<td>NL 8</td>
<td>16.02.2021</td>
<td>Electromechanics</td>
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<td>NL 9</td>
<td>18.02.2021</td>
<td>Preliminary reports embedded world</td>
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<td>NL 10</td>
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<td>Special Newsletter PCIM</td>
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<td>27.05.2021</td>
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<tr>
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Customized newsletter

Target group specific: Customized newsletter

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

<table>
<thead>
<tr>
<th>Benefits</th>
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<tbody>
<tr>
<td>• High reader/user loyalty</td>
</tr>
<tr>
<td>• Effective emotionalization</td>
</tr>
<tr>
<td>• Clear cost structure</td>
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<tr>
<td>• Maintained database</td>
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<tr>
<td>• Transparent reporting</td>
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</tbody>
</table>

**Creation via WEKA FACHMEDIEN**

- Subject line: max. 150 characters incl. spaces
- Logo: 150 x 50 px
- Max. 3 images:
  - Variant A: 1 header image 630 x 200 px
  - 2 more images 270 x 200 px
- Variant B: 3 x 270 x 200 px
- Text: max. 2,000 characters without spaces
- Links: max. 5

**Delivery of finished HTML mailing**

- Width: 630 Pixel
- Default fonts: Georgia, Times New Roman, Arial, Verdana, Courier New
- CSS: do not use CC strings within the HTML, send the CSS strings in a separate file
- Maximum file size: max. 300 KB per image;
- max. 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:** at least 5 working days before shipment to werbemittel@weka-fachmedien.de

**Base price:** € 1,990,-
+ **per thousand recipients:** € 280,- (each not discountable)
Direct Link Program – Your direct link for more sales

The Direct Link Program directs our readers / your customers directly and without detours to your website through keywords defined by you. The interaction of professional content and innovative technology guarantees you a high ROI.

Example Keyword Netzteile / Example Company STMicroelectronics

Benefits

- Direct linking to your homepage or online store
- Prominent placement in editorial content
- High attention and click probability

Total price: from € 990/month
Services Social Media Plus

- Category of your choice in the business network smarterworld.de
- SmarterWorld newsletter (appointment by arrangement)
- Publication on Xing within 24 hours after publication on elektroniknet.de
- Font, image and format sizes like smarterworld.de. Marking the article with ad

Total price: € 2.490 (not discountable)

Material needed by you
- Characters: max. 2,000 incl. spaces
- Image: max. 628 x 353 pixels, ratio 16:9
- Lead time: 5 days
Customized services

**PR services / content creation**

Whether you want to arouse curiosity, inform and convince - 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.

**Lead generation**

Generate valuable contact data from potential customers, for example with: web-seminars, white paper, sweepstakes.

**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.

**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.

**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.

**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.

**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.

„WEKA FACHMEDIEN’s new services offer you added value in terms of content and creativity, as well as a crossmedia marketing portfolio across all industries.“
1. "Order" within the meaning of the following General Terms and Conditions is the contract for the publication of advertisements. "Advertising" is an advertisement or other advertising in the Publisher's magazines for the purpose of distribution and for the placement of online advertising on the Publisher's websites. These terms and conditions shall also apply to orders for third-party inserts in the magazines published by the Publisher.

2. Deviating, conflicting or supplementary general terms and conditions of advertising customers shall not become part of the contract if the customer expressly rejects them. The Publisher reserves the right to reject advertising orders.

3. The Publisher is entitled to change these terms and conditions at any time. However, it shall inform its customers of the change in good time, not later than one month in advance. In particular, the Publisher shall be entitled to request the advertising customer to agree to the change of condition or to agree to the changed legal situation.

4. The order comes into effect with the acceptance of the customer's order by the Publisher. The order may be made in writing or by e-mail.

5. If an advertising agency concludes advertising orders for third parties, the contract shall generally be concluded with the advertising agency, not with the client. If the client of the advertising agency is to become the contractual partner, the client must be named by the agency as the client and must provide written proof that the order has been placed with the advertising agency.

6. Advertising agents and advertising agencies are obliged to adhere to the Publisher's price list in their offer, contracts and settlements with advertisers. The agency fee granted by the Publisher may not be passed on to the advertising customers.

7. There shall be no entitlement to the inclusion of advertisements in specific numbers, specific issues or in specific places in the magazine. The Publisher shall at its own discretion place the advertisement in a suitable position, unless the placement has been agreed for a specific number in an issue or for a specific place in the relevant magazine. The prerequisite for this is the timely submission of the print documents. If the order cannot be executed in the particular number, in the particular issue or in the particular place in the magazine, the Publisher shall be entitled to place the advertisement in another number in a suitable place. Classified advertisements shall be printed in the relevant section without this requiring express agreement.

8. If the order of an advertising customer is complete, it shall only be supplied to the advertising customer if the bank account of the advertising customer has been debited to cover the costs of the advertisement.

9. The customer may cancel advertising orders for online advertising after conclusion of the contract. The cancellation must be made in writing. The publisher will terminate the placement of the online advertising immediately after receipt of the written order.

10. Cancellation conditions online: Cancellation up to two weeks before the start of placement is possible free of charge. In the case of a short-term cancellation, the Publisher is entitled to charge the following costs: - in the case of cancellations not more than two weeks before the start of placement, 30 % of the net order value, - 50 % of the net order value in the event of cancellation up to one week before the start of insertion, - in the event of cancellation after the start of placement, 50 % of the net order value that is still outstanding at the time of cancellation. In the event of cancellations by the respective ballpark as well as the price provisions of the ordered online advertising already placed will be cancelled. Cancellation conditions print: Cancellation up to the closing date of the advertisement is possible without a fee.

11. In deviation from the above regulations, a cancellation fee of charge is only possible for data bookings up to two weeks before the placement date at the latest

12. The publisher reserves the right to reject advertising orders - including individual placements, advertising copy and orders for inserts - on the grounds of content, origin or technical form in accordance with uniform, objectively justified principles of the publisher if their content violates laws or official regulations or their publication is unreasonable for the publisher. Orders for inserts shall not be binding on the publisher until a sample of the insert has been submitted or approved. Inserts which, due to their format or presentation, give the reader the impression that they are part of the magazine or which contain third-party advertisements will not be accepted. An advertisement is considered to be 'Third Party Advertising' if the publisher has no editorial control over the advertisement. Advertisements shall not be recognizable as advertisements due to their editorial design may be identified by the publisher with the word "Advertisement". Inside or as online advertising is not obviously recognizable as advertising, the advertising customer may also be responsible for ensuring that the advertisement is marked as such by setting it apart from the editorial content in order to make the advertising character clear. The customer is responsible for the timely delivery of flawless print documents or inserts or for the timely delivery of machine-readable data for the placement of advertising. In the event of a late or incomplete delivery, the customer shall be obliged to deliver proper artwork, in particular artwork that complies with the format or technical specifications of the publisher, in good time by the print document deadline.

14. All services provided by the Publisher are subject to the timely fulfillment and performance of the Publisher’s obligations and acts of cooperation. In the case of audio- or video-linked advertising (e.g. banners which, when clicked on, open a pop-up window in which audio or video content is played), the customer shall be responsible for ensuring that the necessary agreements have been made with GEMA or other copyright associations or copyright holders.

15. If the data transmitted together with the transmission are to be transmitted, the publisher shall ensure that these data are sent and stored within a common directory (folder).

16. digitally transmitted artwork for color advertisements can only be reliably processed with a color proof for color deviations are unavoidable, which cannot trigger a price reduction. In any case, a printout must be sent to the print shop by fax so that the factual correctness can be checked. A correction fax must be expressly requested by the customer. Only with correct color matching is a color-correct result and a technical tolerance ensured.

17. The customer must ensure that the transmitted files are free of any computer viruses prior to the digital transmission of artwork. If the publisher discovers computer viruses on a file transmitted by e-mail, this file will be deleted immediately without the customer being able to assert any claims arising from this. The publisher also reserves the right to claim damages from the customer if such computer viruses infected by the customer have caused damage to the publisher.

18. The Publisher shall, in the event of a defective printing of part of the publisher's daily paper, not be entitled to any claims in the event of insolvency or guaranteeing printing or defective place.

20. The customer assures that he is the unrestricted owner of all rights of use to the advertising media required for publication and that the use of the advertising media for the purpose of distribution shall indemnify the Publisher against all claims of third parties and shall grant the Publisher the exploitation rights required for the publication of the advertising materials.
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