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<td><strong>elektroniknet.de</strong></td>
<td>The leading IVW-audited web service for the electronics industry not only reflects the leading print brands „Markt&amp;Technik,” „Elektronik,” „Elektronik automotive” and „DESIGN&amp;ELEKTRONIK” on the web, but also their different strengths. With 24 editors, the largest electronics editorial team in the world works for the business network. The performance data is correspondingly impressive: 8.4 million page impressions in the last twelve months (IVW-Online 08/2020 - 07/2021) over 65,000 news, product and technical articles over 14,000 companies in the comprehensive supplier directory Newsletter: 19,043 recipients (as of 08/2021)</td>
</tr>
<tr>
<td><strong>SmarterWorld</strong></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. With an eye on efficiency, SmarterWorld brings a consistent structure to the topic. In detailed technology articles and interviews, the experienced editors introduce readers to innovations, technical trends and the activities surrounding technical developments, standards and regulations. Around the clock, smarterworld.de provides information on the latest technical trends, new business models, and relevant political discussions and regulations. over 532,000 page impressions (IVW-Online 08/2020 - 07/2021) Newsletter: 10,824 recipients (as of 08/2021)</td>
</tr>
<tr>
<td><strong>medical-design</strong></td>
<td>Far beyond pure product reporting, medical design conveys valuable expertise on all aspects of medical technology in detailed technical articles, from the basics to applications. The focus is on the manufacture of the devices as well as their use on patients. medical design is the specialist medium for designers and developers of medical devices. Around the clock, <a href="http://www.medical-design.news">www.medical-design.news</a> provides information on the latest technologies and current trends in medical technology. Newsletter: 8,463 recipients (as of 08/2021)</td>
</tr>
</tbody>
</table>
Target group
elektroniknet.de

Product interest

I have a very great or great interest in...
(multiple answers possible)

- Active components
- Passive components
- Electromechanics
- Optoelectronics
- Displays
- Measurement, test systems
- Automotive
- Automation technology
- Electronics manufacturing
- Power supplies, UPS
- Industry 4.0/IIoT
- Safety & Security

Rating elektroniknet.de

Which of the following statements on elektroniknet.de do you agree with?
(multiple answers possible)

- elektroniknet.de is up to date: 94%
- elektroniknet.de is credible: 91%
- elektroniknet.de has a high editorial quality: 84%
- elektroniknet.de provides reliable information: 89%

Workspace

In which areas of work do you work
(multiple answers possible)

- R&D, Design, Research
- Purchasing, procurement
- Production, manufacturing, Quality control
- Sale, distribution
- Corporate, management, Authority management

source: elektroniknet.de visitors analysis, 2021
Target group
medical-design.news

Topic interest

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

- Medicine 4.0/Smart Health
- Artificial Intelligence
- Data Security
- Approval/Standards/Certification
- Diagnosis
- Software development
- Embedded Systems
- Power Supply
- Semiconductor
- Electronics manufacturing
- Measurement/Sensor Technology

Appreciation

How do you rate the following statements about medical-design.news*?
(strongly agree, strongly agree, rather agree)

- medical-design.news* has high editorial quality: 88%
- medical-design.news* provides reliable information: 91%
- medical-design.news* is credible: 93%
- medical-design.news* is up to date: 95%

Workspace

In which area of work do you focus?

- Management
- Quality management/assurance
- R&D, Design, Research
- Technical management

source: elektroniknet.de visitors analysis, 2018
Target group smarter-world.de

Topic interest

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

- Automation
- Power supply
- Energy efficient electronics
- Energy Management
- Renewable Energies
- Semiconductors
- Electromechanics/Passive Components
- Industry 4.0/IoT
- IoT
- Smart Building/Smart Home
- Measurement and Sensor Technology

Appreciation

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

- smarterworld.com has high editorial quality: 82%
- smarterworld.de provides reliable information: 87%
- smarterworld.de is credible: 90%
- smarterworld.de is up to date: 93%

Source: User structure analysis October 2018

Workspace

In which area of work are you do you focus on?

- Production/Fabrication
- Purchasing/Procurement
- R&D, Design
- Technical management
- Management
„Für Sourcengine ist die Markt&Technik eine wichtige Ressource für einige der wertvollsten Einblicke in unsere Branche und deren Zukunft. Als ein Unternehmen, das sich auf die Modernisierung und Digitalisierung der Lieferkette konzentriert, profitieren wir von ihren vielfältigen Berichten und Artikeln.“

Jens Gamperl
CEO & Founder von Sourceability

„Für uns ist die Zusammenarbeit mit den WEKA Fachmedien ein sehr wichtiger Bestandteil unserer Mediaplanung. Spartenübergreifend, mit einer guten Mischung aus Print, Online und Veranstaltungen kommunizieren wir gemeinsam immer am Puls der Zeit. Marktübersichten und Sonderhefte sorgen für Transparenz und sind ebenfalls perfekt, um unsere Zielgruppen gezielt anzusprechen.“

Heike Lepert
Verantwortlich für die Mediaplanung bei Schulz-Electronic

„Für Schulz-Electronic ist die Zusammenarbeit mit den WEKA Fachmedien ein sehr wichtiger Bestandteil unserer Mediaplanung. Der Mix aus Print- und Online-Medien und Sonderpublikationen ist perfekt zugeschnitten auf unsere Zielgruppe.“

Thomas Hinze-Clausen
Leiter Unternehmenskommunikation
Bürklin Elektronik

„Schon lange bietet der WEKA-Verlag mit hochwertigen Inhalten in den Fachzeitschriften den richtigen Rahmen für Anzeigen und Beiträge zu unseren hochpräzisen Messgeräten“

Jonas Peccator
Marketing & Kommunikation
Yokogawa Test- & Messtechnik

„Für Sourcengine ist die Markt&Technik eine wichtige Ressource für einige der wertvollsten Einblicke in unsere Branche und deren Zukunft. Als ein Unternehmen, das sich auf die Modernisierung und Digitalisierung der Lieferkette konzentriert, profitieren wir von ihren vielfältigen Berichten und Artikeln.“

Jens Gamperl
CEO & Founder von Sourceability

„An den Elektronik-Medien der WEKA Fachmedien schätzen wir als Distributor die stets aktuelle, fundierte und journalistisch hochwertig aufbereitete Berichterstattung über unsere Branche. Sie adressiert viele für uns relevante Zielgruppen, sowohl via Print als auch Online.“

Bert Schukat
Geschäftsführer Schukat electronic
“Den Gesamtblick auf die Elektronik-Branche darf man nie aus dem Auge verlieren. Durch die aktuellen Informationen aus Markt&Technik fühle ich mich bestens informiert.”
Hermann Püthe
Geschäftsführender Gesellschafter
Inpotron Schaltkreissteile GmbH

“Wir schätzen nicht nur die fachliche Kompetenz der WEKA FACHMEDIEN für Digital- und Printmedien, sondern auch die angenehme Zusammenarbeit auf persönlicher Ebene.”
Nathalie Friebe
Chief Officer PR & Marketing
Intertec Components GmbH

“Unsere langjährige Partnerschaft mit den WEKA FACHMEDIEN basiert auf Professionalität, Vertrauen und einer Angebotsvielfalt, die für unsere Mediaplanung keine Wünsche offenlässt.”
Athanasios Koutsouridis
Content Marketing Manager
BRESSNER Technology GmbH

„Elektronik – Seit 70 Jahren am Markt – mehr muss man glaube ich nicht sagen!“
Christian Blank
Geschäftsführer
mp-media placement GmbH, Agentur für Mediaplanung

“Mit der wöchentlichen Markt&Technik Ausgabe bin ich jederzeit schnell und aktuell informiert. Meine wichtigste Lektüre zum Wochenende!”
Stefan Eber
Geschäftsführer
ELECTRONIC ASSEMBLY GmbH

“Für mich ist die Wochenzeitung Markt&Technik mehr als ihre Printausgabe. Sie ist Informationsquelle Nr. 1 und lokale Kompetenz für ALLE von ALLEN.”
Hermann W. Reiter
Geschäftsführer Digi-Key

“Die WEKA FACHMEDIEN bieten uns nicht nur ein optimales Werbeumfeld, sondern ermöglichen uns auch eine breite Auswahl von Werbeformaten, um unsere Marketingbotschaften zielgruppengerecht auszusteuern.”
Timo Schwarz
Head of Marketing Communication
HY-LINE
### Online ad 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 or 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: max. 90 characters
     - Picture size: 300 x 169 pixel
     - Logo (optional): 150 x 50 pixel (3:1)

7. **Content Super Banner**
   - € 390,- / 1.000 ad impressions
     - (640 x 250 pixel, 150 KB)

8. **Video Ad**
   - € 200,- / 1.000 ad impressions
     - File size: min. 1.280 x 720,
       Bit rate: 1,500 kBit/s, max. 30 MB
     - File format: MP4
     - Recommended display duration: max. 15 - 30 sec.

Possible file formats: GIF, JPEG, PNG, HTML5, third party codes.
Specifications correspond to recommended file size, max. 1 MB possible.
Data delivery to:
- DISPO.elektroniknet@wekanet.de
- DISPO.smarterworld@wekanet.de
- DISPO.MedicalDesign@wekanet.de
Online ad specials / Banner mobile

Ad specials

Wallpaper 1
€ 380,- / 1,000 ad impressions
leaderboard (728 x 90 pixel)
+ wide skyscraper (160 x 600 pixel), 80 KB

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

Possible file formats: GIF, JPEG, PNG, HTML5, third party codes.
Specifications correspond to recommended file size, max. 1 MB possible
Data delivery to: werbemittel@weka-fachmedien.de

Banner mobile

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

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

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

Due to different pixel rates of the devices, all banner formats can also be requested in double size.
Several times a week, the editorial teams of Markt&Technik, DESIGN& ELEKTRONIK, Elektronik and Elektronik automotive send out their newsletters to recipients from the electronics, automotive and automation industries. The high click rates make the newsletter an ideal advertising medium.

**elektroniknet.de**: 19.043 recipients  
**elektronik.de**: 17.019 recipients  
**automotive**: 12.573 recipients  
**medical-design.news**: 8.463 recipients  
**markt-technik.de**: 17.590 recipients  
**design-elektronik.de**: 16.758 recipients  
**smarterworld.de**: 10.842 recipients  
**International**: 16.332 recipients  

(Quelle: IVW, 1. Halbjahr 2021)

<table>
<thead>
<tr>
<th>Format</th>
<th>elektroniknet.de</th>
<th>automotive NL</th>
<th>medical-design.news</th>
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<td>Premium Leaderboard</td>
<td>2.590 €</td>
<td>1.990 €</td>
<td>1.890 €</td>
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<td>Leaderboard in e-Paper Newsletter</td>
<td>2.590 €</td>
<td>2.590 €</td>
<td>1.590 € (only medical-design)</td>
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<td>490 €</td>
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<td>6.370 € (not discountable)</td>
<td>6.170 € (not discountable)</td>
<td>5.450 € (not discountable)</td>
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<tr>
<td>Billboard</td>
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<tr>
<td>Native Ad without logo</td>
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<tr>
<td>Text: max. 140 characters incl. Spaces and ad URL (max. 1 link) in two newsletters</td>
<td>590 €</td>
<td>590 €</td>
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<tr>
<td>Exclusive sponsoring</td>
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<td>Premium Leaderboard + Billboard + 3 editorial mentions + Mention in the subject line</td>
<td>6.370 € (not discountable)</td>
<td>6.170 € (not discountable)</td>
<td>5.450 € (not discountable)</td>
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<td>Video-Ad</td>
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<tr>
<td>YouTube / Vimeo URL for integration</td>
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</table>

**Billboard** 630 x 200 Pixel, max. 200 KB

**Native Ad without logo**  
Visualization like article Headline + image + text and ad URL (max. 1 link) Image: 225 x 127 Px, max. 200 KB Headline: max. 40 characters, text: max. 300 characters each incl. spaces

**Text ad with logo** like Native Ad only with logo (150 x 50 pixels)
### Newsletter: Topics and dates 2022

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<th>CW Brand</th>
<th>Topic</th>
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<td>2 Elektronik</td>
<td>Power Supply</td>
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<td>Microcontrollers &amp; Processors</td>
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<td>17.02.22</td>
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<td>Customers’ Choice</td>
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<td>28.02.22</td>
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New every friday: elektroniknet.de newsletter international
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New every Friday: elektroniknet.de Newsletter International
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Customized newsletter

Target group specific: Customized newsletter

Benefit from our high-quality newsletter databases. We send your corporate message exclusively. We efficiently broadcast your advertising message to the most up-to-date, targeted segments from our double opt-in, GDPR compliant, registered users’ databases.

Benefits

- High reader/user loyalty
- High Impact Messaging
- Clear cost structure
- Maintained database
- Transparent reporting

**Base price:** € 1990,–
+ per thousand recipients: € 280,– (each not discountable)

**Technical specifications**

**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 à 270 x 200 px
  - Variant B: 3 x 270 x 200 px
- Text: max. 2,000 characters without spaces
- Links: max. 5
- Optional video ad: link to YouTube or Vimeo

**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 broadcast to werbemittel@weka-fachmedien.de
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 Netzteile / Example company STMicroelectronics

- **Das Evaluation-Board EVL400W-EUPL7 von STMicroelectronics liefert eine einsatzbereite 400-Watt-Stromversorgung, die den strengen heutigen Energieeffizienznormen entspricht.**
  - Der hohe Wirkungsgrad bei geringen Lasten ist dank des Burst-Modus der L4984D- und L6699-Bausteine sowie der selbstadaptiven Totzeit des L6699 möglich. Der L4984D und der L6699 zeichnen

### Benefits

- direct link to your homepage or your online shop
- prominent placement in editorial content
- high attention and high probability to click

Price: from € 990 / month (not discountable)
Social media plus

We distribute your content across all digital channels

With the Social Media Plus package we increase your social media reach!

Benefits social media plus

- Category of your choice in the business network
- Newsletter (date by arrangement)
- Publication on the social media channels of the object (depending on availability) within 24 hours after publication on the website
- Font, image and format sizes as elektroniknet.de. Marking of the article with advertisement

Total price: € 2,990 (not discountable)

Optional distribution via Newsletter International and elektroniknet.de/international (plus € 1,590)

Material required from you
- Umbrella line and title max. 55 characters
- Advertorial text: approx. 2,000 characters (incl. spaces)
- Links: max. 3 links in the text
- Image: max. 1280 x 720 pixels, ratio 16:9
- Social media text: 280 characters (incl. hashtags)
- Lead time: 5 days

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<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>medical design</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>elektroniknet.de</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>smarterworld.de</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>
Social media plus - Chinese

elektroniknet.de

We distribute your content across all digital channels and bring your brand, products, service and success story to China, of course in local language.

Services

• Distribution: elektroniknet.de/chinese, additionally media brand and column in the business network elektroniknet.de of your choice, newsletter (media brand and date by arrangement), social media platforms in China: Baidu, ByteDance, sina.com, Sohu.com, Tencent, WeChat

• Average impressions 112,700
  Average readers 6,190

• Publication on social media channels after article publication on elektroniknet.de/chinese

• Font, image and format sizes as elektroniknet.de/chinese, translation of the text in Chinese is included in the services provided

• Storytelling: characters: max. 2,000 incl. spaces, image: max. 628 x 353 pixels, ratio 16:9

• Lead time: 5 days

Total price: € 4,990 (not discountable)
## Dates Online-Themenwoche

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.01.22</td>
<td>Power Electronics &amp; Power Supply</td>
</tr>
<tr>
<td>04.04.22</td>
<td>Electromechanics / Connection technology</td>
</tr>
<tr>
<td>11.04.22</td>
<td>Measuring and testing technology</td>
</tr>
<tr>
<td>02.05.22</td>
<td>Industrial Computers &amp; Embedded Systems</td>
</tr>
<tr>
<td>16.05.22</td>
<td>Power Supply</td>
</tr>
<tr>
<td>07.06.22</td>
<td>Connected Car &amp; Autonomous Driving</td>
</tr>
<tr>
<td>04.07.22</td>
<td>Measurement &amp; Sensors</td>
</tr>
<tr>
<td>05.09.22</td>
<td>Analog and Power Management</td>
</tr>
<tr>
<td>12.09.22</td>
<td>Alternative drives</td>
</tr>
<tr>
<td>19.09.22</td>
<td>Power Electronics</td>
</tr>
<tr>
<td>04.10.22</td>
<td>Embedded Systems</td>
</tr>
<tr>
<td>17.10.22</td>
<td>Microcontrollers &amp; Processors</td>
</tr>
<tr>
<td>28.11.22</td>
<td>Connected Cars &amp; Autonomous Driving</td>
</tr>
</tbody>
</table>

## Your advertising options for the Online-Themenwochen

**Standard Sponsorship**

<table>
<thead>
<tr>
<th>Number of advertorials with own lead image in the newsletter of the Themenwoche and additionally on elektroniknet.de in a relevant section</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

- **Exclusive direct link company name (to the homepage for 12 weeks after the start of the theme week)**
- **Your company logo in the lead image for the Themenwoche**
- **Your company logo in the notice for the Themenwoche for 6 weeks**
- **Social media posts on Twitter, Xing, LinkedIn (if available)**

<table>
<thead>
<tr>
<th>Price*</th>
<th>2.900 €</th>
<th>4.900 €</th>
<th>5.900 €</th>
</tr>
</thead>
</table>

**Customized Sponsorship**

<table>
<thead>
<tr>
<th>Users ask - experts answer Video on elektroniknet.de, production via the publisher, reference to the video via social media and the newsletter</th>
<th>Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.900 €</td>
</tr>
</tbody>
</table>

- **Sweepstakes for the Themenwoche:** generate leads through our high-reach game „Find the Pair”.

- **Question of the week:** Survey on elektroniknet.de with announcement

<table>
<thead>
<tr>
<th>Price*</th>
<th>4.900 €</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Price*</th>
<th>2.500 €</th>
</tr>
</thead>
</table>

*Prices not discountable
Your advertising options for the Online-Themenwoche

Our Online-Themenwoche give you the opportunity to place your own content within the editorial environment on a specific theme.

### Dates Online-Themenwoche

<table>
<thead>
<tr>
<th>Dates</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.–11. March 22</td>
<td>Embedded goes Medical</td>
</tr>
<tr>
<td>2.–6. May 22</td>
<td>Medical electronics for radiology</td>
</tr>
<tr>
<td>4.–8. Juli 22</td>
<td>Digital Health</td>
</tr>
<tr>
<td>5.–9. Sept. 22</td>
<td>Smart packaging solutions for medical technology</td>
</tr>
<tr>
<td>5.–9. Dez. 22</td>
<td>Cleanroom production of medical components</td>
</tr>
</tbody>
</table>

### Standard Sponsorship

<table>
<thead>
<tr>
<th>Options</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company logo in the lead image of the landing page (limited to a maximum of 4 partners)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Mention as a partner of the Online-Themenwoche at the end of the landing page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Your advertorial with your own lead image in your corporate design</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Positioning on the start page for the entire week</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Linking to your company homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Publication of your advertorial in the 2 special newsletters</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Extension of your advertorial following the Themenwoche on the homepage via the „Infobox“</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Print publication of your advertorial in medical design (shortened version if necessary)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Price

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1.800 €</td>
<td>2.800 €</td>
<td>3.500 €</td>
<td>4.800 €</td>
</tr>
</tbody>
</table>
Whitepaper promotion

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

Services and technical specifications including registration

- 2 Premium Leaderboard Banner (630 x 90 Pixel, max. 200 KB) in the newsletter
- Presentation of the whitepaper including your company logo on elektroniknet.de (whitepaper link or pdf, description of the whitepaper recommended 500-600 characters, company logo min. 628x353 pixel at 72 dpi)
- Announcements of the whitepaper in a section of your choice for 4 weeks. Company name, headline text (37 characters), teaser text (99 characters)

Total price: 2.990 € (not discountable)
Matchmaker+

More than 14,000 companies present themselves in the supplier compass on elektroniknet.de and smarterworld.de, and more than 200 interactive market overviews complement this service.

By booking a premium entry, you ensure that your customers find you even better! Take advantage of the wide range of options on elektroniknet.de and smarterworld.de: from a comprehensive company profile including pictures and videos to the presentation of current company events and trade fair appearances.

Advantages for premium suppliers

- Display of a notice box with further articles about your company next to every editorial article that mentions your company name
- Display of your company logo and contact details next to every editorial article that contains a keyword booked by you.
- The editorial content about your company/product published on elektroniknet.de or smarterworld.de will also be displayed in the premium entry
- Reference to your premium entry also in our respective newsletter and on the website
- Increased visibility in the product search in the supplier compass through logo insertion
- Upgrading of the premium entry by date entries, pictures, videos or whitepapers
- Only as a premium supplier you have the possibility to book keywords (e.g. connectors, microcontrollers, displays, etc.). If this keyword is mentioned in an editorial article, we will place a reference to your premium entry together with your company logo in the info box on the right.

Customers can find the right provider here!
You can’t miss out on that: Secure your premium entry in the supplier compass now!

www.elektroniknet.de/anbieterkompass/
www.smarterworld.de/anbieterkompass/

Total price: € 2,490 / 12 months (not discountable).
One keyword for free! (max. 36,000 insertions)
Price per additional keyword: € 990 / 12 months
Web seminar

Convey specific know-how and involve your customers actively and live in the action! Underline the benefits of your products and at the same time the competence of your company with a dynamic and interactive presentation!

Services promotion and implementation

- Pre-announcement of the web seminar in the newsletters (date entry with max. 140 characters incl. spaces)
- Announcement in a section for a total of one month with a maximum of 5,000 ad impressions (medium rectangle)
- Announcement of the web seminar in the newsletter (Native Ad: 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, in each case including spaces
- A customized newsletter for the web seminar
- Participant registration
- Briefing of your speaker and technical implementation
- A live broadcast incl. on and off moderation
- Afterwards, the web seminar is still available for download as an on-demand webcast that requires registration.
- Transfer of leads/registration data (company, first name, last name, e-mail)

Total price: €5,200 (not discountable)
Optional plus 1/1 page print advertisement (design by the publisher), total price: €7,500

Total price: €5,200 (not discountable)
Optional plus 1/1 page print advertisement (design by the publisher), total price: €7,500

This is how your web seminar could be advertised on the Internet.

Dates theme days

24. February 22 Single Pair Ethernet
7. March 22 What comes after the lithium-ion battery?
9. Juni 22 Software tools & development tools
22. Sept. 22 Automotive Measurement
4. Oct. 22 Security testing
1. Dec. 22 Trends in power supply

The optional full-page ad in our magazines ensures even more attention and subscribers.
Market overviews

Benefit from the interactive market overviews on elektroniknet.de with comprehensive search and selection functions and enhance your entry.

Your premium entry includes

- logo placement (file format: JPEG, PNG)
- color highlighting of your entry

---

Price per market overview digital: 250 € (not discountable)

602.587 Insertion of premium provider logos in the market overviews
Period: October 2019 - October 2020 Source: OMSTAT
Use our website as a platform for your video advertising!

Video Ad

- Size: 300 x 250, 640 x 480, 640 x 380
- File Format: MP4
- File size: 1.280 x 720
- Bitrate: from 1.500 kBit/s, max. 30MB
- Recommended display time: max. 15 - 30 sec.

Total price: 200 € / 1.000 Ad Impessions

Advertising in image galleries

- **Pre-Roll**
  Your advertising clip will be shown before the start of the actual video
  Maximum length: 10 seconds Price: 890 € per category and month
  Cost of creating a clip (static images/logo + spoken text): Price: 490 € (not discountable)

- **Overlay**
  A static banner is displayed during the running video
  Size: 468 x 60 pixels Price: 1.100 € per category and month
Online Advertorial

The online advertorial is ideal for presenting complex topics over a longer period of time. Online advertorials are designed in such a way that users perceive them as editorial contributions. This gives your content a high level of credibility.

Implementation

- Complete production of the advertorial after sending text and image material
- Placement of your advertorial in the editorial environment in a section of your choice, incl. image and linking
- Digital playout: content and teaser are displayed on both desktop and mobile devices

Material you need

- Teaser image: 1280x720 pixels, 300 dpi, optional: logo in the image.
- Headline text: max. 65 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, if necessary additional pictures and links in a category of your choice
- Data delivery 10 days before start

Preview box

- Company name: max. 30 characters
- Headline text: max. 37 characters
- Description text: max. 99 characters

Total price: 2.990 € / month (not discountable)
Theme World Promotion

As a sponsor of a theme world, your topic/product will be placed on elektroniknet.de in a suitable editorial environment and prominently highlighted for four weeks.

Implementation

- Advertorial at the top of the Theme World Page
- Our editorial team places thematically appropriate articles within the theme world page
- Promotion of your advertorial via preview boxes in the corresponding sections for 4 weeks
- Visibility of the themed world for a further 12 months
- Optionally, you can advertise your theme world via a text ad in the newsletter.

We need

For the advertorial:
- Teaser image: 628 x 353 pixels with your company logo
- Headline text: max. 45 characters incl. spaces
- Leader text: max. 300 characters incl. spaces
- Text for the article, additional images and links if necessary
- Data delivery 10 days before start of runtime

For the preview box:
- Headline text: max. 37 characters
- Description text: max. 99 characters

Preview box

- Headline text: max. 37 characters
- Description text: max. 99 characters

Total price: 1.990 € / month (not discountable)
+ text ad in newsletter (optional) 1.490 €
Find the pair

Generate leads playfully

Advantages

- Lead generation
- High reach and attention
- Raffle of your products

Application measures

- Four weeks Wide-Skyscraper (sticky) on elektroniknet.de with approx. 10,000 Ad Impressions ROS
- Application in the newsletter with approx. 18,000 recipients

Implementation

- Duration freely selectable, at least 4 weeks
- 6 pairs = 12 cards (max. 16 cards)
- You provide one or more prizes for the raffle free of charge.
- Please send us:
  - Details about the prize for your raffle
  - An image of the award in web-ready resolution with the source of the image indicated, width 500 pixel, height 350 pixel, File format: JPG
  - Your logo or description with max. 100 characters text
  - A picture for the „back“ of the cards and pictures that must be found as a pair
- You will receive all leads of the promotion and conduct the raffle yourself.
- Clickable example: Finde das Paar

Total price: 4,900 € / month (not discountable)
Test seal

Reader test - 5 stars plus for your product

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

Print media performance

- editorial test call
- editorial interim report
- editorial final report & awarding of the test seal
- High-gloss print document with your reader test (1,000 copies)

Digital media performance

- Test call and final report also on the website
- Test call and final report on the respective social media channels of the magazine
- Application and reports via the newsletter

Use the credible test seal for all your market communication!

Total price: 24,900 € (not discountable)
Forming opinions through targeted questions

Create professional surveys and questionnaires with us to gain insights into your strategy, market developments or technical trends. The surveys are played out via the communication channels of elektroniknet.de and thus reach your relevant target group directly. We are also happy to support you with the conception, creation, application and evaluation.

Option 1: Survey

**Implementation**

- Survey consisting of up to 10 questions
- Delivery of the questions by the customer
- Creation and hosting by WEKA
- Number of cases: N = 30 (minimum)
- Duration: approx. 2 weeks
- **Reporting**: Survey reporting in Excel format

**Application measures**

- A Customized Newsletter as well as Native Ad in the newsletter and on the website
- Prize draw to generate participants

**Fixed price**: 9.990 €

Option 2: Survey with consulting/evaluation

**Implementation**

- Survey consisting of up to 15 questions
- Delivery of the questions by the customer, if desired with content consulting by WEKA
- Creation and hosting by WEKA
- 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.)

**Application measures**

- A Customized Newsletter as well as Native Ad in the newsletter and on the website
- Prize draw to generate participants

**Fixed price**: 14.990 €
Market studies

Generate attention for important industry topics

Join us in shedding light on the key developments in the electronics industry, turning questions into answers and gaining valuable insights from users and customers!

The editorial teams of our media brands use their in-depth know-how to develop question concepts on the most important focus topics of the moment. Through a targeted application strategy, we ensure that the survey not only receives the ideal amount of attention, but also that the results are meaningful, reliable and of high quality.

You then 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 electronics network with a neutral topic
- Question creation by the editorial staff
- Creation, hosting and evaluation by the editorial team
- Number of cases: \( N = 150 \) (minimum)
- Report volume (digital) with editorial content, editorial evaluations and analyses

These market studies are planned for 2022

<table>
<thead>
<tr>
<th>Topic</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power semiconductor</td>
<td>29.04.2022 (to PCIM)</td>
</tr>
<tr>
<td>Embedded</td>
<td>14.06.2022 (to embedded world)</td>
</tr>
<tr>
<td>Microcontroller</td>
<td>04.11.2022 (to electronica)</td>
</tr>
</tbody>
</table>

Sponsorship Options

<table>
<thead>
<tr>
<th>Sponsorship Options</th>
<th>Bronze</th>
<th>Gold</th>
<th>Platin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company profile in the paper (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo placement in all application measures</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Provision of the study results</td>
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<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Provision of the paper for marketing purposes</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>(Accessibility via registration required)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>additional question(s) in the paper</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Statements in the report volume (digital)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Interview in the report volume (digital)</td>
<td></td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Price</td>
<td>4.990 €</td>
<td>9.990 €</td>
<td>14.990 €</td>
</tr>
</tbody>
</table>
Become part of our Expert Events Team!

For more than 20 years, WEKA FACHMEDIEN has been organizing around 45 national and international B2B trade congresses, tech forums, symposia and intensive seminars every year in close cooperation with the responsible editorial team on topics such as Automotive Ethernet, Battery Technology, Wiring Systems, Data Center, Digital Workplace, Embedded, EMC, HMI, Safety & Security, Industry 4.0, Internet of Things, AI, Medical Technology, Passive Components, Smart Building, Sensor Technology, Power Supply, Time Sensitive Network, Wireless and many more. Our events impart valuable knowledge and enable cross-discipline networking. Convince yourself of our quality and bandwidth. Visit our events as exhibitor, speaker and participant.

Virtual events

At our virtual events, exhibitors and speakers can participate in the program with high-quality keynotes, technical-oriented specialist as well as product-specific presentations. Or actively involve participants in practical workshops and Q&A discussion rounds. We create the best possible program concept adapted to time zones, visitor dwell time, lecture duration, live streaming and on-demand. The virtual platforms offer plenty of space for product presentations, videos, image galleries, documents and also numerous interaction options: Live chat, video calls, interactive polls, participant chat, direct meetings.

Face-to-face event

Meet your target group in person and use the opportunity to acquire new customers and business partners. Build your professional network. High-quality keynotes, expert-oriented presentations and hands-on workshops ensure a varied and broad event program across the entire spectrum of the topic. An exhibition with a booth allows you to showcase your products and engage in sales-oriented conversations. During extended break times, there are extensive opportunities for interaction with participants. The distinctive ambience of our locations and finest catering provide the perfect setting.

More advantages

- Optimal target group approach
- Cost savings - no travel & travel expenses
- Logo presence in partner directory
- Exclusive sponsoring opportunities such as logo presence in the lobby, at room entry, etc.
- Possibility of qualified lead generation: contact data of participants after approval of GDPR

More advantages

- Live Q&A with visitors, extended presentation time
- Various sponsoring possibilities such as bags, lanyards, banners, catering, etc.
- Logo presence in partner directory
- Possibility of qualified lead generation: contact data of participants after approval of the GDPR

Contact us and be part of the community!
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

![B2Impact](b2impact.de)

**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 EVENTS](weka-fachmedien.de/de/events/aktuelle-events)

**WEKA ONLINE CAMPUS:**
Web seminars, 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](weka-online-campus.de)

**WEKA CONSULTING:**
Studies, surveys, consulting

**YOUR ADVANTAGES:**
- Individual surveys, market analyses and studies - tailored to your company
- Technical experts analyse customer needs and the strengths of your products

![WEKA CONSULTING](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)

![WEKA TESTLAB](connect-testlab.com)
B2Impact

B2Impact - what does that mean?

You expect from your marketing: impact and result. You get from B2Impact: only that. To achieve your communication goals, we always choose the most direct route. This path can lead via content marketing strategies, creative services such as events, or via targeted print and online campaigns. Because what works is what’s right.

**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.

**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.

**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.

**Video and Audio content**

Moving images are becoming an increasingly important part of any communication mix in our world. That’s why we’ve built a video team that creates video & audio solutions that perfectly showcase your message and hold the attention of viewers and listeners - from event videos to cinematic case studies or the explainer video that is so effective, especially for complex services and products.

**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.
1. “Order” within the meaning of the following General Terms and Conditions is the contract for the publication of the advertising materials. In the event of further warranties that an advertiser or other advertisers 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. Online advertising is defined as advertising, posters, pop-ups, special interest and keyword placements.

2. Deviating, conflicting or supplementary general terms and conditions of advertising customers shall not become part of the contract. The contract is concluded between the customer and the publisher expressly and via the customer’s order and these terms and conditions. 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, at the latest one month in advance. In particular, the publisher shall be entitled to adjust the online advertising materials in accordance with the customer’s reasonable expectations, also make it recognizable as such, in particular by marking it with the word “Advertisement” and/or spatially or as such, in particular by marking it with the word “Advertisement”. Insofar as online advertising is not obviously recognizable as advertising, the publisher may cancel advertising orders for online advertising after conclusion of the contract. The advertising materials shall be forwarded only by normal mail. Receipts from box number advertisements will be confirmed the publication and distribution of the advertisement. In the case of delivery of digital print documents, the customer shall immediately provide a replacement for recognizably unsuitable or damaged print materials. The publisher warrants that it will comply with the provisions of the Telemedia Act (TMG) or the Interstate Broadcasting Treaty (IIER), respectively valid conditions. Insofar as the remuneration for online advertising is calculated on a CPM basis, the publisher shall inform the customer upon request of the number of AdImpressions, AdClicks and the AdXClick rate (ratio of AdXClicks to AdXImpressions) on the websites on which the customer’s online advertising material is placed.

21. The customer warrants that it is entitled to set the hyperlinks associated with the online advertising. In particular the Federal and Telecommunications Data Protection Act - and that it will also impose this obligation on its employees. If the customer obtains or collects data from the placement of advertisements on the Publisher’s websites or through the use of special tools or cookies or measuring pixels, the Customer also warrants that it will comply with the provisions of the Telecommunications Data Protection Act (TDDG) or the Interstate Broadcasting Treaty (IIER), respectively valid conditions. In particular, the customer shall be entitled to the printing of a faultless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer shall be entitled to a reduction in payment (abatement) or cancellation of the contract (redhibitory action).

22. In the event of wholly or partially illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to the printing of a faultless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer shall be entitled to a reduction in payment (abatement) or cancellation of the contract (redhibitory action).

39. The place of jurisdiction shall be the registered office of the publisher if the customer is a merchant within the ded economic meaning of the ineffective provision.

40. All claims of the customer against the publisher due to poor performance or defects in the online advertising shall expire one year after the claim arises, unless they are based on intentional conduct.

33. The publisher will supply an advertisement voucher on request. Depending on the type and scope of the advertising material, completion of the contract with goods or services on advance payment of the amount due on the closing date for advertisements and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment period. In the event of late payment, the publisher may defer further execution of the contract in whole or in part. The customer shall be entitled to charge the discount pro rata according to the difference between the discount granted and the discount corresponding to the actual acceptance.

20. The customer assures that he is the unrestrained owner of all rights of use to the advertising media resulting from the order or the customer has the necessary legal representation. The publisher shall not be entitled to any claims in the event of unauthorized advertising or design placement.

10. Cancellation conditions online: Cancellation up to two weeks before the placement date at the latest. 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 following termination of the contract. 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 event of cancellation within two weeks before the start of placement, 30 % of the net order value; - 50 % of the net order value in the event of cancellation one week or more 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 that time. The cancellation of advertising orders that are not obviously recognizable as advertising is unreasonable for the publisher. Orders for inserts shall not be binding on the publisher until a sample confirming the publication and distribution of the advertisement. In the case of delivery of digital print documents, the publisher reserves the right to post to the publisher’s reasonable discretion, taking account of the interests of the customer to the greatest extent possible. The customer has no right to a placement of the online advertising at a certain position on the respective website. The publisher reserves the right to position the online advertising material in accordance with the publisher’s reasonable expectations, also make it recognizable as such, in particular by marking it with the word “Advertisement”. Insofar as online advertising is not obviously recognizable as advertising, the publisher may decide in writing or by e-mail.

25. If digitally transmitted artwork is sent to the publisher by data carrier, it will only be returned to the customer, either in whole or in part.

35. In the event of defects in the online advertising, the publisher shall, at its discretion, first provide rectification or replacement. If the subsequent performance is unsuccessful, the customer may, at his discretion, demand a reduction in payment (abatement) or cancellation of the contract (redhibitory action).
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