



film-tv-video.de
MEDIAKIT 2019

ONLINE | MOBILE | SOCIAL MEDIA | PRINT

www.film-tv-video.de



film-tv-video.de
MEDIAKIT 2019

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film-tv-video.de: WHO WE ARE, WHERE WE ARE

CONTENT, READERS

With a focus on technical and business-related content film-tv-video.de addresses a clearly defined target group: broadcasters and professionals in the area of production, post-production, and presentation.

For your campaign we deliver a highly specialized target group and the right mix of online, print and social media ad formats.

- Since 1999 online
- Daily News
- Reviews, Productions Stories, Broadcast Reports
- Editorial Newsletter
- 7.850+ Newsletter Subscribers
- Readership: Broadcast (35%), Production & Post (34%) and Research, , Education, Institutions (31%)



PLATFORMS

- **Online and Mobile**

Daily news and reports on **film-tv-video.de** (Desktop and mobile)

- **Social Media Platforms**

Large fan base and news distribution on [Facebook](#), [Youtube](#), [Twitter](#), [Instagram](#)



- **Print**

1 x printed [magazine](#) at IBC time

7.850+
Newsletter
Subscribers



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film-tv-video.de: REACH

ONLINE

- 61.000 + Page Impressions per month – Peak: 72.000 (09/18)
- 37.000 + Visits per month – Peak: 42.000 (09/2018)
- 24.000 + Unique Visitors per month – Peak: 25.000 (09/2018)
- 7.850 + Newsletter Subscriber
- 6.700 + Direct Mailing Subscriber

PRINT

One Print Magazin per year (IBC/September)
 Circulation: 4.000 Pcs.
 Distribution to TV Stations, OB Vans, Service Provider
 Rental houses, Training Companies
 Online as ePaper on **film-tv-video.de**

SOCIAL MEDIA

- 7.050 + [Facebook Fans](#)
- 5.200 + [Youtube-Subscribers](#)
- 800 + own Videos on YouTube Channel
- 700 + [Twitter Followers](#)



* Basis of numbers:
 Average 01 until 10/2018



BANNER

BANNERSIZES/-FORMATS

Billboard 920*250 px jpg strongly recommended

Rectangle 300*250 px (html5 or gif possible)

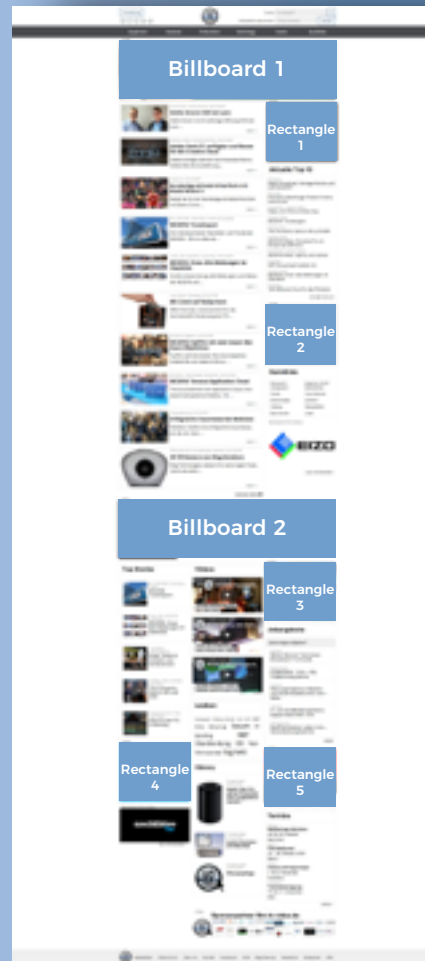
LEVEL 1: HOMEPAGE + NEWS PAGES

Level 1: Homepage + Single News Pages

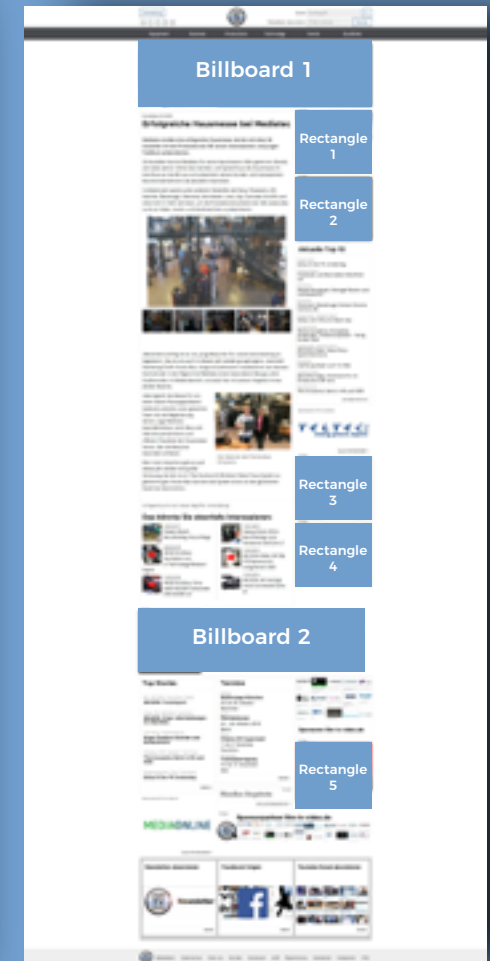
Delivery on Homepage and
Overview Sites (exklusive Fix Position)

Additionally: Delivery on Single News Pages
(Rotation, maximal 3 banners)

Guaranteed Ad Impressions per month: 30.000



Homepage



Single News Page

* net prices



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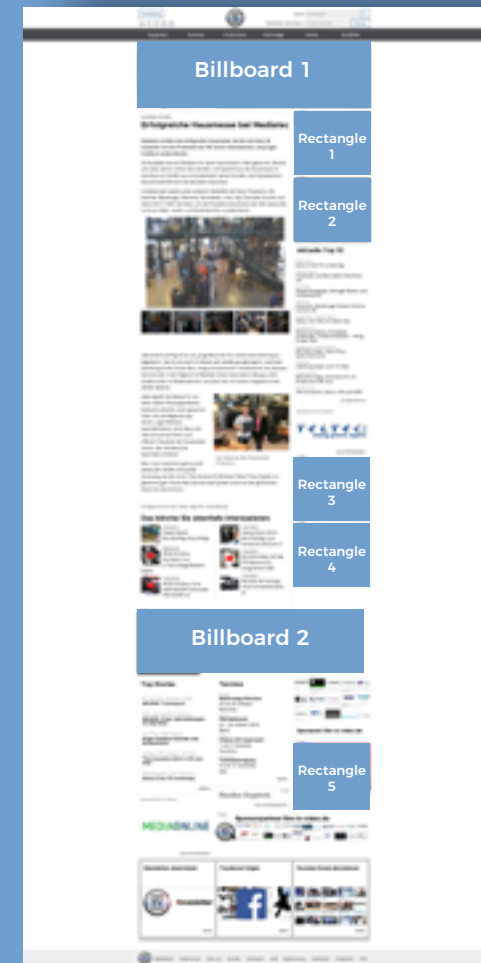
LEVEL 2: SINGLE NEWS PAGE

Level 2: Single News Pages
Delivery on Single News Pages
(Rotation, maximal 3 banners)

Guaranteed Ad Impressions per month: 15.000

PRICES PER MONTH

	BILLBOARD 1	BILLBOARD 2	RECTRANGLE 1, 2	RECTANGLE 3, 4, 5
LEVEL 1	2.500,00 €	1.800,00 €	1.950,00 €	1.300,00 €
TKP	83,33 €	60,00 €	65,00 €	43,33 €
LEVEL 2	1.100,00 €	900,00 €	900,00 €	700,00 €
TKP	73,33 €	60,00 €	60,00 €	46,66 €



DIRECT MAILING, THEME MAILSHOTS

DIRECT MAILING

film-tv-video.de sends EDMs to all users who have agreed to receive advertising mails. Customer delivers content as html-doc (your own design).

- Size of list:
6.700+ readers in Germany, Austria and Switzerland have opted in.
- Average Opening Rate 31%
- High Response Rates
- Net price for mailing to Germany, Austria, Switzerland: **2.600 Euro***



* Net price



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THEME MAILSHOT

Mailings with a certain subject such as »Lenses«, »Light«, »Cameras« etc.

A maximum of six customers/dealers present their offers in one common mail shot.

- Ads consist of:
 - Picture (600*600 px)
 - Headline,
 - Description (4-5 lines)
 - Logo and Link
- Position 1: **350 Euro***
- Additional Positions: **320 Euro***

* Net prices

film-tv-video.de, 14.03.2018

HDR-Monitore und Kalibrierung

24 Zoll 4K HDR Referenzmonitor mit hoher Leuchtdichte

24 Zoll 4K HDR Referenzmonitor mit hoher Leuchtdichte und 100% sRGB-Unterstützung.

Der Monitor bietet ultimative HDR-Erfahrung. Funktionieren Sie mit HDR-GAMT-Quellen, einem 4K-Resolutions-Display und einer integrierten 4K-Panel-Technologie.

Canon

Der neue HDR-Referenzmonitor von Canon ist ideal für das Color-Grading in HDR-Monitore.

Der Canon HDR-Referenzmonitor ist der erste HDR-Monitor, der die Vorteile der neuen HDR-Referenzmonitore ausnutzt. Das neue 24 Zoll 4K-Panel ist ideal für die HDR-Produktion und ist ein idealer Color-Grading-Monitor für HDR-Monitore. Es bietet eine 100% sRGB-Unterstützung und eine gleichzeitige HDR-Unterstützung von 10000 nits – das ist eine 4K- oder 100% sRGB-Unterstützung der neuesten Panel-Technologie.

EIZO

CalMAN, Professionselle Monitorkalibrierung in RGB, 4K und HDR.

Es werden Ihren Kunden immer die richtigen Farben präsentiert! Mit dem CalMAN haben Sie die volle Kontrolle über die Farbwiedergabe Ihrer Monitore.

Mit dem CalMAN können Sie die Monitore von Prime Display bis zum 4K-Monitor kalibrieren, eine große Auswahl! Dabei wird auch die Kalibrierung in 4K nach dem ITU-R Standard BT2020, BT1886 berücksichtigt. Mit weniger Menschen ist der Kalibrierungsprozess einfacher.

bpm

Beste Auflösung heute online!

Philips LCD 2700 – Der HDR-Monitor

Der 27 Zoll große LCD 2700 eignet sich als kleiner 10-Monster-gerät. BT2020 mit einer 100% sRGB-Unterstützung und einer Spitzenleuchtdichte von 1000 nits ist ein HDR-Referenzmonitor.

Er bietet eine 4K-Auflösung (3840 x 2160), einen 100% sRGB-Unterstützung, einen 100% sRGB-Unterstützung und eine 100% sRGB-Unterstützung. Er ist ideal für die Kalibrierung in 4K oder 100% sRGB.

VIDEON

film-tv-video.de, 31.05.2017

Die neuesten Objektive

Fujinon MK18-05mm T2.9 mit E-Mount

Eine über den gesamten Brennweitenbereich durchgehend hohe Blende T2.9 bietet ein leichtes, leichtes, geringes Maß an Schärfentiefe und ein Bereich, das unverändert ist. Mit E-Mount ausgestattet sind diese Objektive kompatibel mit Kameras mit Sensorgrößen Super35 oder APS-C. Optisches und mechanisches Design der MK-Serie orientiert sich konsequent an den Kriterien für Prime-Objektive. Überlegende optische Leistung, ultrakompakte Konstruktionen, geringes Gewicht und ein herausragendes Preis-Leistungsverhältnis lassen sie überzeugen.

Nur 3.999,00 Euro zzgl. MwSt. 1 bei auf plus auch zur Miete erhältlich.

sch. plus

MEDIKIT

Angewandte TYPE E2 SERIES – die europäische Auslieferung hat begonnen!

Bestellen Sie schnell bei Bernd Pro-Motion die E2.1 und E2.2 aus der „Type E2 Serie von Angewandte“.

Mit der optimalen „Angewandte-Reaktion“, den austauschbaren Kamera-Mounts und der drehbaren „Zine-Serie Unit“ sind Sie für alle Produktionen bestens gerüstet!

Bei Interesse erstellen wir Ihnen gerne ein individuelles Angebot!

bernd pro

ESB-Primes von Carco-Cam

Die neue Objektive-Gesamtheit ESB liegt von Look an die legendäre KOB-Baumreihe von Carco an. Sie umfasst sechs optische Prime-Objektive in den Brennweiten 14,5 mm (T2.8), 20/25/35/50 mm (alle T 1.4) und 130 mm (T 2.0). Standard-Mount ist PL, optional wird es EF-, E- und MFT-Mount geben.

Die Objektive bieten einen Bildkreis von 46,5 mm, sind **MC-ready** und für Vollformat ausgelegt. Sie weisen einen Frontdurchmesser von 71,4 mm auf, das Gehäuse ist leichtgeschützt.

Carco-Cam plant für die Objektive ein eigenes Montagesystem für Fokus und Blende, welches modular bis zu einem kompletten Linsencontrol-System ergänzt werden kann. Schon profitieren die Objektive einheitliche Bedienungs.

Der Nettogepäck pro Stück beträgt 3.999 Euro. Ein Vierer-Satz (25, 35, 50 und 85 mm) gibt es für 29.999 Euro, das volle Set kostet 99.999 Euro netto. Ab Ende Juni 2017 verfügbar!

GECKO-CAM

NEWSLETTER BANNER

- **film-tv-video.de** distributes an [editorial Newsletter](#) with latest industry, technology and product news and reports
- Distribution day: Thursday (Deviations possible)
- NAB/IBC: daily newsletter
- 7.850+ Newsletter subscribers

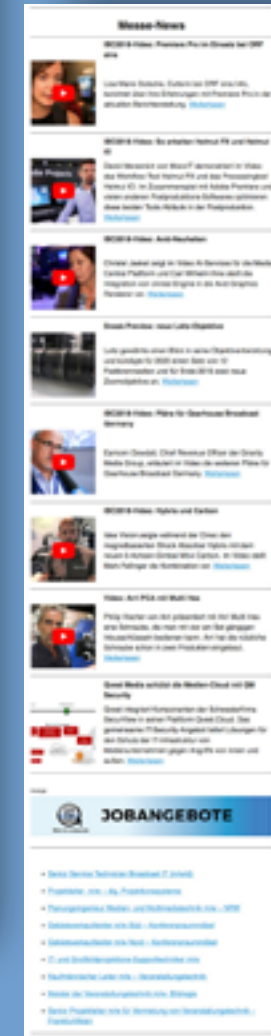
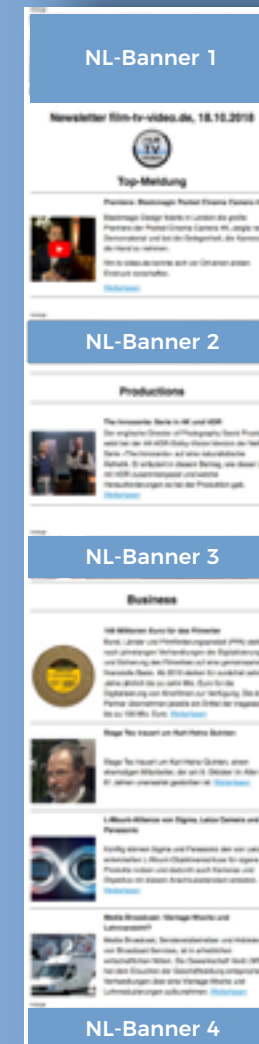
SIZES AND FORMATS

- Static jpg recommended (gif possible)
- Lead-Banner 600*200 px (Position 1)
- Banner 600*100 px (Position 2 and following)

PRICES

- Single placement in one newsletter issue:
- Position 1: **400 Euro***
- Position 2: **350 Euro***
- Position 3 and following: **300 Euro***

* Net prices.



SPONSORING: CONTENT

You would like to present your news in film-tv-video.de's editorial look and feel?

We realize your visions, edit your content and present your news in our editorial frame (based on our editorial guidelines). Your news will appear online and in the editorial newsletter, branded as »[Sponsored Content](#)«.

SILVER: 590 Euro

Text (1.500 characters), up to 3 pictures,
Link, Social Media Post

GOLD: 990 Euro

Text (2.500 characters), up to 8 pictures, Video-Embed,
Link, Social Media Post

PLATINUM: 1.490 Euro

Text (5.000 characters), up to 12 pictures,
Video embed and video production.
Link, Social-Media-Post

* net price

PLATINUM

GOLD

SILBER



SPONSORING: PLATFORM

As a [Platform-Sponsor](#) (Silver, Gold or Platinum) you are a preferred Partner of **film-tv-video.de**.

Sie tragen mit Ihrem Sponsoring dazu bei, dass **film-tv-video.de** redaktionelle Arbeit leisten kann – und werden redaktionell und werblich (Gestaltung Ihres Eintrags) betreut.

RUNNING PERIOD SPONSORINGS: 1 year.

SILVER: 400 Euro

Sponsor entry, Logo in sponsor field, Company link

GOLD: 1.100 Euro

Sponsor entry, Logo in sponsor field, Company link
Logo-placement*, Facebook-Promotion
1 x Sponsored Content Silver (editorial news)

PLATINUM: 2.200 Euro

Sponsor entry, Logo in sponsor field, Company link
Logo-placement*, Facebook-Promotion
1 x Sponsored Content Platinum (editorial content + video production)

PLATINUM

GOLD

SILBER

* Logo in all news that mention the customer (except for trade show news)



SPONSORING: TRADE SHOW

NABSHOW / IBC-SPONSORING

film-tv-video.de reports extensively and live from NAB-Show in Las Vegas (April) and IBC from Amsterdam (September). As a sponsor customers can benefit from the deep [editorial coverage](#) of film-tv-video.de.

WHAT YOU GET AS A TRADE SHOW SPONSOR:

- Logo integration in all trade show videoreports (25+)
- Logo placement in allen trade show news (30+)
- Logo placement in all trade show newsletters (5+)
- Trade show videoproduction at your booth (1 subject, max. 3 min length, editorial design film-tv-video.de)
- Running time: 5 weeks



* Net prices



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SOCIAL-MEDIA-PROMOTIONS INCLUDED IN YOUR SPONSORING:

- All news are distributed on the Social-Media-platforms of film-tv-video.de (Facebook, Youtube, Twitter)
- All videos are distributed on film-tv-video's Youtube-Kanal (5.250+ subscribers) and on Facebook.

MAIN-SPONSOR (MAX. 1):

4.000 Euro* per trade show

- Videos: Logo at start of the clip
- Text News/Newsletter: Large Logo + Link

CO-SPONSORS (MAX. 6):

2.200 Euro* per trade show

- Videos: Logo integration within video.
- Text-News/Newsletter: Logo + Link



*Net prices



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JOB ADS

With more than 7.850 newsletter subscribers **film-tv-video.de** addresses a large community of potential employees that you can reach with a [Recruitment Ad](#).

The headline of your ad appears in each newsletter that will be distributed within your booking period.
The complete ad is available per link and online.

AD CONTENT, PRICES

- Text, Picture, Logo, Contact Dates / Link
- Distribution of your ad: Online and in weekly newsletter
- Service: You send your PDF (gebhard@nonkonform.com), we create your ad and publish it after your confirmation.

- Running period: 4 weeks
- Price: **290 Euro***

* Net price

Projektingenieur – Schwerpunkt IT (m/w)

Die Studio Hamburg Media Consult International (SMCI) GmbH ist ein Tochterunternehmen der Studio Hamburg GmbH, seit über 60 Jahren einer der größten Dienstleistungsgruppen für Film und Fernsehen in Deutschland. Als international tätiges Handels- und Systemhaus für Film- und Medientechnik plant und realisiert SMCI Broadcast- und IT-Lösungen für Fernseh-, Hörfunk- und Medien-Projekte in aller Welt. Zu unserem langjährigen Kundenkreis gehören nationale und internationale Radio- und TV-Sender, Universitäten sowie Wirtschaft- und Industrieunternehmen wie beispielsweise (Deutsches) Radio, DVB, EU-Parlament, KWR Bank, N-Journal, Rache, ARD, ZDF und NDR.

Ihre Aufgaben:

- Konzeption von Broadcast-, RF- und medientechnischen Lösungen mit Schwerpunkt IT und vernetzten Systemen
- Beratung, Planung und Projektrealisierung mit Schwerpunkt IT und vernetzten Systemen
- Zustufung bei technisch anspruchsvollen Angeboten und EU-Ausschreibungen
- Erstellen von Workflow-Diagrammen und Pflichtenheften
- Detailplanungen, Integration und Implementierung von IT- und RF-Komponenten und Durchführung von System-Schulungen
- Unterstützung in den Bereichen Vertrieb, Service und Support
- Unterstützung hauseigener IT-Systeme im Team

Ihre Voraussetzungen:

- Studium mit Schwerpunkt Medien- oder Nachrichtentechnik, Informatik oder vergleichbare Ausbildung
- Größtes Interesse an IT-Workflows in den Bereichen Network, Storage, Serverfarmen
- Kenntnisse von SDI, Barienten, Linea- und Fernsehformaten
- Interesse an der Arbeit in einem internationalen Umfeld
- Gute Englischkenntnisse, eine offene und kommunikative Art mit Ihren Kollegen
- Gute Kenntnisse in der Projektrealisierung
- Gute Kenntnisse in der Arbeit mit Kunden
- Gute Kenntnisse in der Arbeit mit der IT-Abteilung
- Gute Kenntnisse in der Arbeit mit der IT-Abteilung
- Gute Kenntnisse in der Arbeit mit der IT-Abteilung

Wir freuen uns auf Ihre Bewerbungsmöglichkeit online & bei unser Bewerberportal:
www.studio-hamburg.de/bewerben/angebote/
Bewerben Sie sich hier online (max 10 MB)
Bitte haben Sie Verständnis dafür, dass wir Bewerbungen auf dem Postweg oder per Email nicht berücksichtigen können.
Bei Fragen wenden Sie sich gerne per Email an personal@studio-hamburg.de
Studio Hamburg GmbH
Postfach 1000
Tel: +49 (0) 40 300000
per E-Mail: personal@studio-hamburg.de
per E-Mail: personal@studio-hamburg.de

AND IN
NEWSLETTER

IBSE erweitert Raptor-Familie

Die IBSE Raptor Baureihe umfasst nun vier Fullframe-Macro-Objektive mit den Brennweiten 60, 100, 150 und 180 mm. Weitere Neuheiten bei IBSE am Stand zu sehen: Dropper und der Brennweitenvervielfacher PUK VV. [Weiterlesen](#)

IBC2019 Video: Neue Sony-Systemkameras

Zur neuen Familie der Sony-Systemkameras gehören die POV-Systemkamera HDC-P50 und die tragbare Systemkamera HDC-S60. Claus Pfeifer stellt die neuen Kameras im Video vor. [Weiterlesen](#)

JOBANGEBOTE

- [Senior Service-Technician Broadcast IT \(m/w\)](#)
- [Projektleiter m/w - dfg-Projektionsysteme](#)
- [Planungsingenieur Medien- und Multimediatechnik m/w - NRW](#)
- [Gabelstaplerfahrer m/w Süd - Konferenzraumbedarf](#)
- [Gabelstaplerfahrer m/w Nord - Konferenzraumbedarf](#)
- [IT- und Großbildprojektions-Subprojektor m/w](#)
- [Kaufmännischer Leiter m/w - Veranstaltungstechnik](#)
- [Meister der Veranstaltungstechnik m/w - Bildregie](#)
- [Senior Projektleiter m/w für Vermietung von Veranstaltungstechnik - Frankfurt/Main](#)



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PRINT ADS

In 2019 **film-tv-video.de** will produce one [Magazine](#), at IBC in September.

DISTRIBUTION DATE

IBC 2019: Issue – 02.09.19, Booking -14.08.19, Print 21.08.19

CIRCULATION

CIRCULATION: 4.000 Pcs.

PRICES

COVER PAGES (4C):

Cover page 4: **2.300 Euro***

Cover pages 2 and 3: **2.100 Euro***

INSIDE (4C):

1/1 page: **1.600 Euro***

1/2 page horizontal/vertical: **900 Euro***

1/3 page horizontal/vertical: **650 Euro***

* Net prices.



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AD FORMATS

1/1 PAGE

- 210 x 297 mm
(+3 mm bleed)
- print space: 170 x 260 mm

1/2 PAGE HORIZONTAL

- 210 x 148 mm
(+3 mm bleed)
- print space: 170 x 115 mm

1/2 PAGE VERTICAL

- 105 x 297 mm
(+3 mm bleed)
- print space: 85 x 260 mm

1/3 PAGE HORIZONTAL

- 210 x 99 mm
(+3 mm bleed)
- print space: 170 x 73 mm

1/3 PAGE VERTICAL

- 73 x 297 mm
(+3 mm bleed)
- print space: 53 x 260 mm

* Net prices



film-tv-video.de
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EDITORIAL CALENDAR 2019

film-tv-video.de publishes daily news as well as long form reports:

production stories, site reports of broadcast installations, interviews and test reports (mainly cameras).

Additionally for 2019 we plan the following editorial emphasis. **(Calendar may be subject to change):**

FEBRUARY: Storage

MARCH: Broadcast Production

APRIL: NAB Coverage

MAY: NAB-Coverage

JUNE: Lenses

JULY: Postproduction

AUGUST: Broadcast Production

SEPTEMBER: IBC Coverage

OCTOBER: IBC Coverage

NOVEMBER: Cameras



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ADVERTISEMENT

Telefon: +49-89-23 88 87-10
E-Mail: gebhard@nonkonform.com

Delivery

Artwork must be provided in digital file formats and sizes of the respective type of advertising.

Deadline, Formats, Changes in Motif

Artwork must be submitted three working days prior to placement to the e-mail address: gebhard@nonkonform.com

The advertiser shall bear the exclusive responsibility for delivering the artwork in time, i.e. at the latest three working days prior to the 1st day of the month in which placement starts, and in the suitable format. In case of wrong or delayed delivery, Nonkonform GmbH shall not be liable to pay compensation for any damage.

Closing Date, Reservation, Cancellation

Assigning and placement of advertising shall take place after receipt of a booking. The last cancellation date for a booking is ten (10) working days prior to the beginning of the period of placement. Reservations will be held for a maximum period of seven (7) working days from the day of reservation and are forfeited 10 days prior to the beginning of placement.

Terms of Payment, Agency Commission, Liability

The payment period is 20 days following the invoice date. Agencies placing advertising orders on behalf of their customers may claim an agency commission of 15% as of a net order volume of 1,000 Euro (cumulative per year / customer). General terms and conditions of Nonkonform GmbH shall apply.



GENERAL TERMS AND CONDITIONS

1. ADVERTISEMENT ORDER

(1) "Advertising order" or "order" within the meaning of the following terms and conditions shall be the written agreement governing the publication of advertising media of an advertiser or other advertiser (client) in printed material, on a data carrier, on the Internet or in other online services for the purpose of dissemination.

(2) Advertising for goods or services from more than one advertiser or other advertiser within an advertisement shall be subject to an additional written agreement or an agreement concluded by way of e-mail.

(3) Nonkonform shall provide all services exclusively on the basis of these terms and conditions. They shall apply for all current and future business relations even if they have not been explicitly agreed upon subsequently. These terms and conditions shall be deemed as accepted upon execution of an order. The validity of any terms and conditions of the customer or other advertisers shall be excluded explicitly herefrom insofar as they do not conform to the underlying terms and conditions.

2. ADVERTISING MEDIA

(1) Advertising media within the meaning of these terms and conditions may, for example, be comprised of one or several of the elements listed:

- Image and/or text, audio sequences and/or moving images (i.e. banners)
- A sensitive area that when clicked establishes a connection to further data via an online address provided by the customer that is in the customer's area of business (e.g. link)

(2) Advertising media, which are not recognizable as such due to their design, shall be clearly designated and marked as advertising.

3. CONCLUSION OF THE AGREEMENT

(1) Other individual contracts notwithstanding, the underlying agreement shall enter into full force and effect by way of written or emailed confirmation of the order. All contractual agreements, supplements or modifications are to be agreed to in writing by the contractual parties. Verbal sub-agreements do not exist.

(2) If the order is issued by an advertising agency, when in double the agreement shall come into existence with the advertising agency, any other written agreements notwithstanding.

4. REPUDIATION OF THE AGREEMENT

Nonkonform reserves the right to reject or block advertising orders – as well as individual advertising within the scope of an agreement – due to the content, its source or technical format for appropriate reasons, in particular if said content is in violation of the law or official regulations, or publication would be unacceptable to Nonkonform GmbH for contextual and/or technical reasons.

In particular, Nonkonform may retract advertising media previously published if the customer has subsequently modified the content himself or the data has been modified subsequently and is referred to by a

link and thus fulfills the preconditions as set forth under paragraph 1.

5. SETTLEMENT PERIOD

If the right to use individual advertising media is granted within the framework of the conclusion of the agreement, the order is to be settled within one year as per the date of execution of the agreement.

6. EXPANSION OF THE AGREEMENT

In concluding an agreement, the customer is entitled to request additional advertising exceeding the quantity stipulated in the contract within the dates agreed upon, i.e. the deadline set forth under Item 4, subject to existing capacity

7. PRICE DISCOUNTS

(1) Should the order not be filled due to circumstances for which Nonkonform is not responsible, the customer, any other additional legal obligations notwithstanding, must reimburse Nonkonform the differential amount between the guaranteed discount and the discount corresponding to the actual acceptance.

(2) If there is no agreement to the contrary, the customer has a retroactive claim to a discount corresponding to his actual acceptance of advertising within one year, if he has concluded an agreement at the beginning of the period, which on the basis of the price list would entitle him to a discount from the onset. The claim to a retroactive discount shall lapse if it is not asserted within two months after expiration of the one year period.

8. DATA DELIVERY

(1) The customer is obligated to deliver complete, faultless and suitable advertising media free of charge in due course prior to the start of placement.

(2) Nonkonform's obligation to preserve the advertising media shall expire three months after its last publication.

(3) Costs incurred by Nonkonform for modifications to the advertising media desired by the customer or for which the customer is responsible shall be borne by the customer.

(4) In the event of improper and in particular late delivery or subsequent modification, no guarantee shall be assumed for the agreed dissemination of the advertising media subject to the regulation set forth under item 11, paragraph 3, sentence 1.



9. GUARANTEE OF RIGHTS

(1) The customer guarantees and ensures that he holds all the rights required for placement of the advertising media. The customer shall release Nonkonform from all third-party claims that may arise due to infringement of statutory provisions. Furthermore, Nonkonform shall be released from the costs of providing any necessary legal defense. The customer is obligated to support Nonkonform in good faith with information and documentation in the event of legal defense vis-à-vis third parties.

(2) The customer shall assign to Nonkonform all rights for the use of the advertising in online media of all kinds, including the proprietary right to use, law of industrial property right and copyright protection and other rights required for the Internet, in particular the right to duplicate, disseminate, transfer, transmit, process, withdraw from a database and accessing and use, and namely in the scope necessary for implementation of the order with regard to time, location and content. The aforementioned rights shall in all cases be transmitted locally without limitations and authorize the placement by way of all known technical processes as well as all known forms of online media.

10. GUARANTEE OF THE SUPPLIER

(1) Within the framework of the anticipated demands Nonkonform guarantees a best possible reproduction of the advertising media in accordance with respectively customary technical standards. However, the customer is aware that according to the state-of-the-art technology it is not possible to produce a completely faultless program. An error in the presentation of the advertising media shall not exist in particular if it is caused by the use of non-suitable presentation software and/or hardware (e.g. browser) or by disruptions in the communication networks of other operators or by third-party computer crash (e.g. other providers) or by incomplete and/or non-updated offers of so-called proxies (intermediate storage) or by failure of statistical evaluation

(2) In the event of insufficient reproduction quality of the advertising material, the customer has a claim to a price reduction or flawless replacement advertising, however only to the extent in which the purpose of the advertising media was impaired. Should Nonkonform allow a deadline set for this purpose to lapse or should a replacement advertising not be possible, the customer shall have the right to a reduction in price or a rescission of the agreement.

(3) If the advertising documentation contains any defects that are not obvious, the customer shall not have any claims in the event of insufficient publication. The same shall apply for defects in repeated advertising placement, if the customer does not point out the error prior to publication of the next subsequent placement.

11. DISRUPTIONS IN PERFORMANCE

Should an order not be implemented for reasons for which Nonkonform is not responsible (due to program or technical issues), in particular due to computer crashes, force majeure, strikes, due to statutory provisions, disruptions for which third parties are responsible (e.g. other providers), network operators or other service providers or due to comparable reasons, the order shall be implemented subsequently when possible. In the event of subsequent implementation within an appropriate and suitable time period once the disruption has been eliminated, Nonkonform shall retain its claim to remuneration. If it is a considerable delay, the customer shall be informed thereof.

12. LIABILITY

(1) In the event of ordinary negligence by Nonkonform, its representatives or persons in its employ (for performing an obligation for whom the principal is vicariously liable), damage claims from breach of an obligation other than by delay or impossibility, culpa in contrahendo and tortious act shall be excluded herefrom. This shall not apply to the infringement of essential contractual obligations; in this event the liability for foreseeable damages is limited. Damage claims arising from the impossibility of performance and/or delay shall be limited in the event of ordinary negligence to compensation for the foreseeable damage.

(2) In the event of gross negligence on the part of a simple employee (for performing an obligation for whom the principal is vicariously liable), liability vis-à-vis the companies shall be limited to the foreseeable damage as per the extent. This shall not apply to the infringement of essential contractual obligations.

13. PRICE LIST

(1) The price list shall apply that was published at the time the order was received. The tariffs are subject to change. This shall not apply to non-companies if the order to be changed is not a component of a master agreement and is not to be carried out no later than four months after execution of the agreement. For orders confirmed by Nonkonform, price changes shall only be effective if Nonkonform announces said changes at least one month prior to publication of the advertising material. In the event of a price increase, the customer is entitled to the right to withdraw from the contract. The right to withdraw from the contract must be exercised without 14 days of receiving notification of the price increase.

(2) Discounts are determined in accordance with the respectively valid price list. Advertising agencies and other advertising brokers are obligated to comply with Nonkonform's price lists in their offers, contracts, agreements and other settlements with the advertisers.

14. DEFAULT IN PAYMENT

(1) Interest and collection expenses shall be charged in the event of default in payment or delay in payment. In the event of default in payment, Nonkonform may delay further execution of the running order until payment is made in full and may demand payment in advance for the remaining placement.

(2) Doubt that is objectively substantiated with regard to the customer's solvency shall entitle Nonkonform, also during the current contractual period, to make publication of additional advertising media dependent on advance payment of the amount and on the settlement of unpaid invoice amounts without regard to the originally agreed term of payment.

15. TERMINATION

Termination of advertising orders must be made in writing or sent via email at least 10 days prior to the start of placement of the advertising.

16. PLACE OF PERFORMANCE AND JURISDICTION IS MUNICH.

Status of this media data and the figures and facts: December 2018. No liability for mistakes or errors.

