



Suppliers Guides

Media Information 2011

Product presentations

cross-media and worldwide

Attractiv and
always up-to-date

Benefits from the
print / online concept

Ask for our special
package prices

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WAN-IFRA Suppliers Guides - topic oriented Media Information 2011



Brand new – WAN-IFRA Suppliers Guides

WAN-IFRA has started a new series of special and targeted guides (www.wan-ifra.org/guides): the first ones being for:

- Mobile (www.wan-ifra.org/guides/mobile)
- Editorial (www.wan-ifra.org/guides/editorial)

Additional topics will follow...

Behind this idea stands WAN-IFRA's mission to bring publishers together with the leading technology suppliers – tailored to the needs of the news publishing industry. Through the eyes of a publisher, these guides present a selection of vendors with major expertise in our industry.

An additional benefit for publishing houses is that, by using this platform, they make a pre-selection, address queries to the manufacturer (you) directly via the Q/A function and thus can choose a partner for the right strategy.

Register as a supplier now and present your company and your offerings in the **WAN-IFRA Suppliers Guides**.

The good news is: The standard (text-only) entry, submitted by yourself, is **FREE OF CHARGE!**

Upgrade your profile to a **premium entry** and benefit from **inclusion into digital up-to-date print summaries**, your logos, pictures, free html editing and other services for only EUR 500 plus VAT per calendar year (WAN-IFRA members, non-members pay EUR 750 plus VAT) .

The topic-oriented **WAN-IFRA Suppliers Guides** will be advertised substantially by WAN-IFRA, including

- international PR campaigns
- e-mail advertising targeting the exact decision makers
- digital print summaries (**incl. Premium entries only**) will be distributed to participants of topic-related WAN-IFRA events
- Online advertising.

Entry type	includes:	Price per guide / calendar year
Standard entry	<ul style="list-style-type: none"> • product, company and contact information • up to 14 checkpoints as search criteria • up to 6 main questions 	free of charge
Premium entry	<p>as Standard, plus:</p> <ul style="list-style-type: none"> • inclusion into digital print-summaries (see Deadlines) • inclusion of logo • inclusion of pictures • free html editing (WYSIWYG-Editor) • embedded PDFs, videos • etc. 	<p>WAN-IFRA members: EUR 500 plus VAT</p> <p>Non members: EUR 750 plus VAT</p>

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at www.wan-ifra.org/mediainfo.

Only 7 steps to your entry

1. Visit our website: www.wan-ifra.org/guides.
2. Click on the button **Register as a supplier** below.
3. Fill-in the following short form and press **Submit**.
4. The next form will open immediatly.



5. Some remarks about the usability:
 - By clicking on the points (**Account**, **Personal Profile**, **Company Profile for Mobile/Editorial Suppliers Guide**) in the second headline you can jump between the different forms.
 - If you click **View**, you will see how your entry will look
 - You can open or close an area of the form by clicking on the arrows in the lines.
 - Do not forget to press **Save** at the end of each form.
 - Please fill in all fields to **View** how your entry could look like.
 - Premium content (logo, pictures, free html-editing, embedded PDFs, etc.) is only visible from outside, if you mark the point **Premium Account** in the **Accounting** area of the **Company Profile for Mobile/Editorial Suppliers Guide**.

This is not free of charge.



6. Start with your **Account** and **Personal Profile** (both are important for later changes and for us as well).



7. Now insert your special services and products for interested parties of the news publishing industry.



Deadlines for Digital Print-Outs in 2011

The printed Mobile Suppliers Guide will be distributed to the participants in the following events:

No.	WAN-IFRA Events 2011	Content-Deadline
1	9th Digital Media Europe + System Workshop 12 – 13 April 2011, Amsterdam, Netherlands	21 March 2011
2	Nordic Local Media Conference 26 – 27 May 2011, Scandinavia Zeitung Online 2011 31 May – 1 June 2011, Germany	9 May 2011
3	4th International E-Reading and Tablet Conference 11 October 2011, Vienna, Austria Beyond 2011 – 19th World Digital Conference 24 – 25 November 2011, London, United Kingdom Digital Media Asia 2011 30 November – 2 December 2011, Singapore	19 September 2011

The printed Editorial Suppliers Guide will be distributed to the participants in the following events:

No.	WAN-IFRA Events 2011	Content-Deadline
1	Local News 10 February 2011, Paris, France Conference on Sport News 24 – 25 March 2011, Paris, France	24 January 2011
2	3rd Design Conference 19 May 2011, Paris, France Zeitung Online 2011 31 May – 1 June 2011, Germany 9th Newsroom Summit 8 – 10 June 2011, Zurich, Switzerland 6^e Université d'Été 27 – 29 June 2011, St Paul-de-Vence, France	2 May 2011
3	18th World Editors Forum 12 – 15 October 2011, Vienna, Austria 13th Readership Conference 2 – 3 November 2011, USA Beyond 2011 – 19th World Digital Conference 24 – 25 November 2011, London, United Kingdom Digital Media Asia 2011 30 November – 2 December 2011, Singapore	19 September 2011

Advertising rates are subject to change, to find the latest updates on the rates and other media information go to our website at www.wan-ifra.org/mediainfo.

Your contact persons:

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Area: Print/online advertising in the:
 WAN-IFRA Magazine, ENS, Website
 and for IFRA Expo



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Area: WAN-IFRA Directories,
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Area: Solution Park
 IFRA Expo and IFRA Workshops,
 advertising and promotion,
 sponsoring of IFRA Events



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Area: XMA Cross Media Awards,
 IFRA Expo and IFRA Workshops,
 advertising and promotion,
 sponsoring of IFRA Events

§ 1 Scope

(1) The following IFRA GmbH & Co. KG (hereinafter referred to as IFRA) general terms and conditions apply exclusively to all advertising contracts with IFRA as well as for the formation of the contracts. They apply exclusively in relation to businesses in the sense of § 310 paragraph 1 of the German Civil Code.

(2) General terms and conditions of the advertiser that contradict or deviate from the IFRA general terms and conditions will not become part of the contract, unless IFRA expressly agrees in writing to their inclusion.

§ 2 Making of the contract

(1) The advertising contract is agreed when IFRA confirms the ad order in writing or by e-Mail or the ad is distributed, or printed respectively, in the publishing medium concerned.

(2) The deadlines stated in the order confirmation are binding and can be changed only with the agreement of the other contract partner.

§ 3 Right of refusal

(1) IFRA reserves the right not to publish ad orders due to their content, origin or technical form. In assessing this, uniform, objectively justified principles shall be applied. This shall be the case especially if the ad content is contrary to legal or official prohibitions, contra bonos mores, or publication by IFRA is otherwise deemed unsuitable.

(2) IFRA is entitled to remove from the offering already published ads with content that is in violation of legal or official prohibition or contra bonos mores without prior notification of the advertiser. The advertiser will be informed immediately of such a measure. This does not entitle the advertiser to reimbursement.

§ 4 Content and rights to the ad/copyright

(1) The advertiser bears sole responsibility for the content – in particular the accuracy and legal admissibility of the text, graphic and image copy supplied for publication of the ad. IFRA is not obliged to examine the ad for possible infringement of the rights of a third party. The advertiser is obliged to ensure IFRA non-liability in case of claims against IFRA made by a third party arising in any way from the performance of the ad order.

(2) To the extent that registered trademarks are used in the ad publication, IFRA is granted the authorisation for their use upon receiving the ad order. The advertiser guarantees that the granting of the authorisation is justified.

(3) IFRA acquires the exclusive copyright and/or other rights of performance for all ads it produces and publishes. Unless otherwise agreed in writing, payment by the advertiser, i.e. for production of the print layout or HTML layout by IFRA, does not cause an assignment of copyright and/or other protected performances to the advertiser or agency acting on his behalf.

(4) All information (texts, images, etc.) published by IFRA is subject to its copyright. Exempted from this rule is information published by IFRA where the production – including the HTML source text – was realised by the advertiser or an agency acting on his behalf. It is only in these cases that copyright is not in the hands of IFRA, but of the advertiser concerned, or the agent acting on his behalf respectively.

(5) IFRA will clearly identify as such ads that are not recognisable as ads due to their editorial design.

§ 5 Begin of publication/duty to cooperate of the advertiser

(1) Begin of publication is at a time agreed in writing with the advertiser. If no such time has been agreed in this way, publication will be immediately after the advertising contract has been agreed.

(2) IFRA is not liable for delays in performance due to force majeure (e.g. strike, lockout, official instruction, telecommunication problems, etc.) and entitle IFRA to postpone the agreed performances for the duration of their prevention, plus a reasonable start-up time. IFRA will inform the advertiser immediately about the delays in performance due to force majeure.

(3) The advertiser is responsible for the complete supply of clean, suitable printing copy (including the required translation of texts into English, French, German, Russian and Spanish), in accordance with the specifications in the valid IFRA Media Datasheets. The deadline for receiving copy is listed in the planning calendar included in the valid IFRA Datasheets.

IFRA is not liable for delays caused by the content of the ad text supplied by the advertiser, due either to the content or for technical reasons.

§ 6 Payment, delayed payment

(1) Unless agreed otherwise in writing, the advertiser pays IFRA the price listed in the rate schedule of the currently valid Media Datasheets for publication of his ad. The valid rate schedule published by IFRA in the Media Datasheets at the time the order is received from the advertiser shall apply. The listed prices are ex VAT.

(2) IFRA issues the invoice immediately after publication of the ad and forwards it to the advertiser. Payment in full is due on receipt of the invoice.

(3) The discounts listed in the rate schedule are granted only for the ads published on behalf of an advertiser within a calendar year (January-December). The advertiser is entitled to retroactively claim the corresponding discount for his actually placed orders within the one-year period.

§ 7 Publication

(1) The advertiser affords payment for publication of the ad in the IFRA print media or Internet pages.

(2) IFRA undertakes as far as possible to accommodate wishes for publishing ads in preferred positions and editions. But this becomes binding for IFRA only if confirmed in writing by IFRA before publication.

(3) Proofs, as described in the Media Datasheets, are supplied only in exceptional cases, where time allows and it is agreed expressly in writing. If the advertiser fails to return a proof within the agreed time limit but that was supplied to him on time, the proof will be considered approved.

§ 8 Changing the ad text

(1) In the case of ads published for a stipulated period by IFRA in the Internet, IFRA is obliged, if called upon to do so, to introduce changes during the publication period, on condition that such changes are feasible from both the technical and content points of view. Exempted are all changes concerning the identity of the ad, so that in case of the change being implemented a new advertiser would become recognisable as the author and not the original advertiser.

(2) Changes that IFRA can carry out with minimum time and effort will not be charged. If that is not the case, IFRA will inform the advertiser accordingly and only carry out the desired change after calculating the corresponding costs and receiving confirmation from the advertiser that he will bear any additional costs that result for IFRA.

§ 9 Guarantee

(1) IFRA guarantees to reproduce the ad in accordance with regular technical standards and in the best possible quality.

(2) There is not considered to be an error in the display if, with ads published in the Internet, display problems are due to

- the use of unsuitable display, software and/or hardware (e.g. browser),
- a fault in the communication networks of other operators,
- a computer failure at an Internet access provider or at an online service or
- incomplete and/or non-updated offerings on so-called proxy servers (temporary stores) of commercial and non-commercial providers or online services.

(3) In case of faulty ad reproduction for which IFRA is liable, the advertiser is entitled to a faultless replacement ad, but only to the degree in which the purpose of the ad was impaired. If IFRA is not prepared or in a position for this, refuses to do so or delays taking appropriate action beyond appropriate time limits due to reasons for which IFRA bears responsibility, or if publication of a replacement ad founders in any other way, the advertiser is entitled to optionally cancel the contract (annulment) or demand a reduction in the advertising price (abatement).

§ 10 Notice of defects

In mutual commercial transactions, the advertiser is obliged to check the published ad immediately after the first publication and give notice of any defects without delay. The time limit for notification of such defects for obvious defects begins with publication of the ad, for concealed defects with their discovery. If the advertiser fails to give notification of the defect, the publication of the ad is considered approved as free of defect.

§ 11 Exclusion and limitation of liability

(1) IFRA bears no liability, especially in relation to claims on the part of the advertiser for damages on whatever legal grounds, in particular in case of breaches of obligation from the obligatory relation and from non-permitted actions.

This does not apply in cases of mandatory liability by law, especially:

- for own violation of obligation, either deliberate or due to gross negligence, or violation of obligation due to gross negligence by legal representatives or assistants and in case of intention to deceive;
- for the violation of integral contractual obligations (i.e. such contractual obligations that, due to the nature of the contractual relationship, the customer must necessarily be able to rely on their fulfilment) and in the case of justifiable impossibility of performance and major violation of obligation;
- if in the case of violation of such obligations in the meaning of § 241 paragraph 2 German Civil Code our performance can no longer be expected to be tolerated by the customer;
- in the case of injury to life, body and health, also by legal representatives or assistants;
- to the degree that IFRA has taken over the guarantee for the quality of its performance or the existence of a performance success, or a procurement risk;

(2) In other cases, IFRA is liable for all claims for damages or reimbursement of expenditure filed against it under the existing contractual relationship due to culpable violation of duties, no matter what the legal ground, not in case of minor negligence.

(3) In the case of the preceding liability under item 11.2 and a liability without fault, especially in initial impossibility and deficiency in title, we are liable only for typical and foreseeable damages.

(4) Liability for indirect damages and consequential damage due to faults, to the extent that IFRA has not violated a major contractual obligation (see item 11.1) or IFRA, its senior personnel or assistants is culpable of a premeditated or grossly negligent breach of duty.

(5) Liability, with the exception of premeditation and other legally binding, divergent maximum amount of liability, the total amount of liability is limited to the coverage of the business liability insurance.

At the request of the advertiser, IFRA will at any time and free of charge provide a copy of the relevant insurance policy.

IFRA undertakes, in the event of a release from obligation to perform on the part of the insurer (e.g. due to breaches of obligation, annual maximisation, etc.), to support the customer with its own resources, excepting cases of premeditated action and injury to body, life or health and other legally binding, divergent liabilities and/or liability provisions, to a maximum sum of EUR 50,000,-.

Any greater liability is excluded.

(6) The exclusions or limitations of liability under the preceding items 11.2 to 11.5 apply to the same degree for senior and non-senior personnel as well as other assistants.

§ 12 Retaining originals – Archiving ads

(1) IFRA must return copy supplied by the advertiser for ad production only if specifically called upon to do so in writing by the advertiser. The obligation to retain copy ends three months after the termination of the ad contract.

(2) IFRA is not obliged to retain the published ad after the end of the advertising contract.

§ 13 Miscellaneous

(1) If the advertiser is a legal person under public law or a special fund under public law or has no residence in the Federal Republic of Germany, Darmstadt is the exclusive court of arbitration for all disputes arising from the contractual relationship. However, IFRA is permitted also to proceed against the advertiser at his legal domicile. The place of performance of the mutual obligations under the contract is Darmstadt.

(2) Any subsidiary agreements, changes and additions must be in written form in order to be effective; this applies especially also for the removal of this rule.

(3) For all legal relationships of the parties to the contract the law of the Federal Republic of Germany shall exclusively apply, to the exclusion of the UN Convention on Contracts for the International Sale of Goods (CISG).

As of July 2007