

MEDIA KIT

2020

inVISION

Cameras & Interfaces

Components

Embedded Vision

Systems & Applications

invision-news.com



TRADE JOURNAL

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i-need.de
PRODUCT FINDER |



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1 Title: inVISION

2 Brief Description:

The trade journal inVISION is the leading German-language trade journal for machine vision, embedded vision and 3D metrology (inline and production-related). Divided into the categories cameras & interfaces, components (lenses, illumination, software, vision sensors, frame grabbers...), embedded vision (industrial PCs, smart cameras, deep learning, camera modules...) and solutions (systems, inline and production-related metrology, spectral imaging, thermography, X-Ray/CT...) it shows the user the possibilities of current inspection systems. In addition to the six print issues per year, the inVISION Newsletter is published weekly with over 5,000 subscribers - the official industry newsletter of the world's leading trade fair VISION. Moreover, the three special issues 'Embedded Vision', 'Lenses & Illumination' and 'VISION 2020 follow-up' will be published as eMagazine in 2020.

3 Target Group:

Users and engineers from all industries who use Machine Vision and optical metrology to test their products, as well as system integrators.

4 Publication Frequency:

6 x per year + three eMagazine issues

5 Format:

DIN A4

6 Volume:

9th volume 2020

7 Subscription Prices:

All prices include VAT.

ISSN-Nr. 2199-8299	Trade Journal		eMagazine		Trade Journal + eMagazine	
	Germany	Abroad	Germany	Abroad	Germany	Abroad
Annual Subscription	€ 36,- (incl. postage)	€ 48,- (plus postage)	€ 24,-	€ 24,-	€ 44,- (incl. postage)	€ 56,- (plus postage)
Retail Price	€ 7,- (plus postage)	€ 7,- (plus postage)	€ 4,60	€ 4,60	€ 10.50 (plus postage)	€ 10.50 (plus postage)

8 Media Partnerships:



9 Membership/Participation:

–

10 Publishing House:

TeDo Verlag GmbH
Postanschrift • Postfach 2140 • 35009 Marburg
Lieferanschrift • Zu den Sandbeeten 2 • 35043 Marburg

11 Publisher:

Dipl.-Stat. B. Al-Scheikly

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13 Editorial Staff:

Dr.-Ing. Peter Ebert, Chief Editor
Phone: +49 6421 3086-275
E-Mail: pebert@tedo-verlag.de

14 Print Copies:




15.000 copies

15 Volume Analysis:




2018 = 6 Issues
Format
Total Size
Editorial Part
Ad Section
Bound-in Inserts
Publisher's Ads
Inserts

DIN A4, 210mm (W) x 297mm (H)
630 pages = 100,0%
507 pages = 80,5%
123 pages = 19,5%
1 page = 0,2%
9 pages = 1,4%
2 pieces


Regular Topics: Cameras & Interfaces, Components for Image Processing, Embedded Vision & Industrial PCs, Systems & Applications

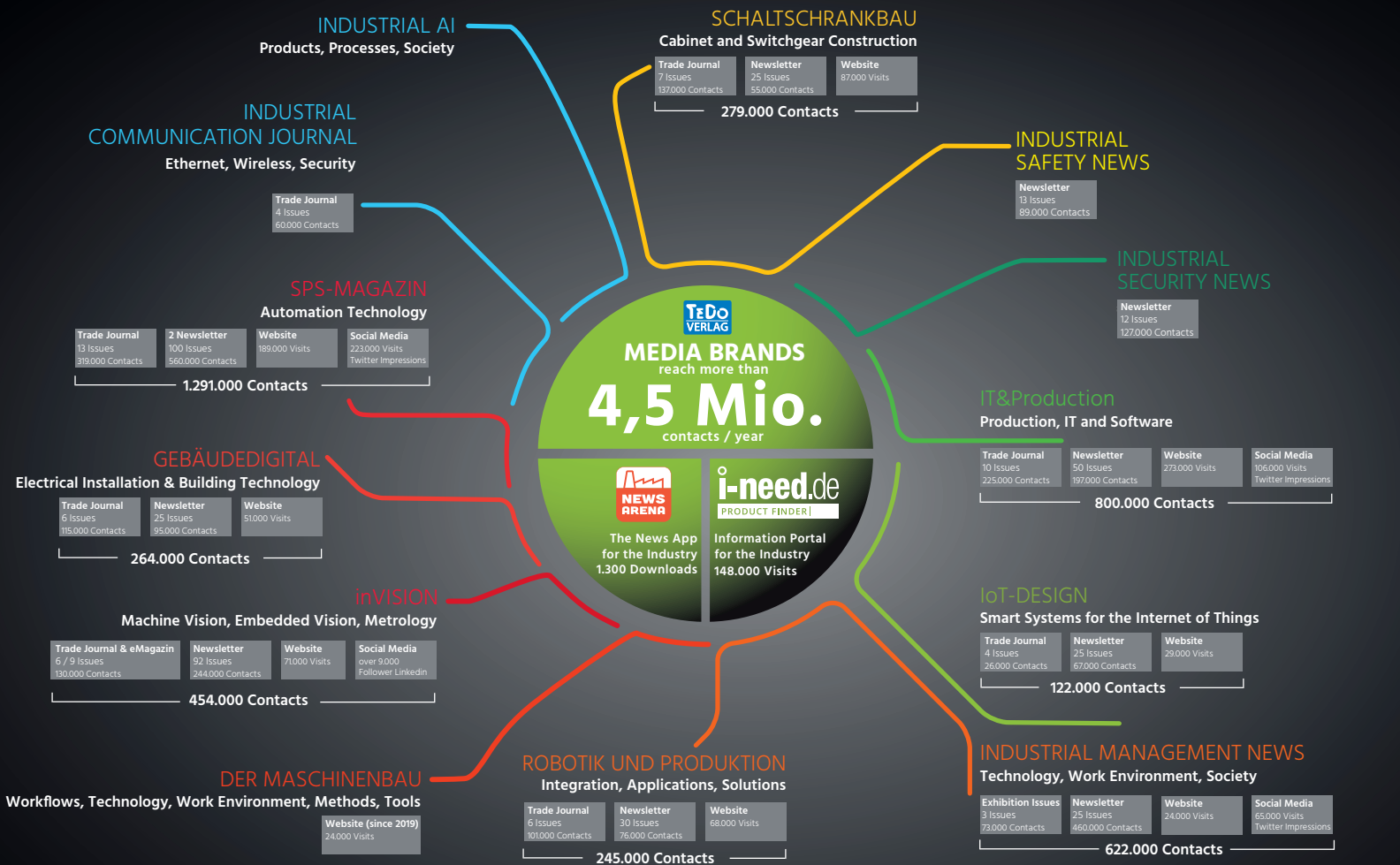
Issue and Deadlines	Trade Fairs	Main Focus	Topics	Market Overviews
Special Issue 1 - eMagazine Publication Date: 12/02/2020 Advertising Deadline: 29/01/2020 Editorial Deadline: 08/01/2020 	Embedded World, Nürnberg 25. - 27.02.2020 Tire Technology, Hannover 25. - 27.02.2020 W3+Fair, Wetzlar 26. - 27.02.2020 Logimat, Stuttgart 10. - 12.03.2020	inVISION eMagazine 'AI & Embedded Vision'	Board Level Cameras (incl. MIPI) Smart Cameras IPC, Boards & Processors Deep Learning	Board Level Cameras Industrial PCs for Vision
Issue 1 - March Publication Date: 17/03/2020 Advertising Deadline: 03/03/2020 Editorial Deadline: 11/02/2020 	Hannover Messe Hannover, 20. - 24.04.2020	Cameras & Framegrabber	Smart Cameras & Vision Sensors Robot Inspection (Image Processing & Metrology) Vision at the Edge (IPC, Deep Learning, ...) inVISION Top Innovations 2020	Line Scan Cameras CoaXPress Framegrabber
Issue 2 - April Publication Date: 22/04/2020 Advertising Deadline: 08/04/2020 Editorial Deadline: 18/03/2020 	Control, Stuttgart 05. - 08.05.2020 Interpack, Düsseldorf 07. - 13.05.2020 Optatec, Frankfurt 12. - 14.05.2020	Inline & Atline Metrology (2D / 3D, Surface, Topography...)	Lenses & Illuminations Spectral Imaging (Thermography, Hyperspectral, Polarisation ...) Computed Tomography (CT) CAQ	Lenses Software

Regular Topics: Cameras & Interfaces, Components for Image Processing, Embedded Vision & Industrial PCs, Systems & Applications

Issue and Deadlines	Trade Fairs	Main Focus	Topics	Market Overviews
Issue 3 - June Publication Date: 02/06/2020 Advertising Deadline: 19/05/2020 Editorial Deadline: 28/04/2020 	automatica, München 16. - 19.06.2020 drupa, Düsseldorf 16. - 26.06.2020 Sensor+Test, Nürnberg 23. - 25.06.2020	Lenses & Illuminations	High-End-Cameras & Interfaces (CXP, 10GigE, CLHS...) 3D Sensors & 3D Scanners Image Processing & AI Inline & Atline Metrology	Ring Illumination CAQ
Issue 4 - September Publication Date: 14/09/2020 Advertising Deadline: 31/08/2020 Editorial Deadline: 10/08/2020 	VISION, Stuttgart 10. - 12.11.2020	Cameras & Framegrabber	Embedded Vision Software & Deep Learning Inline & Atline Metrology Computed Tomography (CT)	USB Cameras Thermography
Special Issue 2 - eMagazine Publication Date: 07/10/2020 Advertising Deadline: 23/09/2020 Editorial Deadline: 02/09/2020 	VISION, Stuttgart 10. - 12.11.2020	eMagazine 'Lenses & Illuminations'	Lenses Illuminations Laser Filters	(Telecentric) Lenses (Line, Area, Ring) Illuminations

Regular Topics: Cameras & Interfaces, Components for Image Processing, Embedded Vision & Industrial PCs, Systems & Applications

Issue and Deadlines	Trade Fairs	Main Focus	Topics	Market Overviews
Issue 5 - October Publication Date: 28/10/2020 Advertising Deadline: 14/10/2020 Editorial Deadline: 23/09/2020 	VISION, Stuttgart 10. - 12.11.2020 electronica, München 10. - 13.11.2020 Formnext, Frankfurt 10. - 13.11.2020	VISION 2020	Cameras & Framegrabbers Lenses & Illuminations IPCs & Deep Learning Spectral Imaging (Thermography, Hyperspectral, Polarisation ...)	Lenses Smart Cameras
Issue 6 - November Publication Date: 11/11/2020 Advertising Deadline: 28/10/2020 Editorial Deadline: sps 06/10/2020 <small>smart production solutions</small>	SPS, Nürnberg 24. - 26.11.2020	Smart Cameras & Vision Sensors	3D Sensors & 3D Scanners Vision at the Edge (IPC, Deep Learning...) Board Level Cameras (incl. MIPI) Inline & Atline Metrology (incl. CT)	Vision Sensors Industrial-PCs
Special Issue 3 - eMagazine Publication Date: 25/11/2020 Advertising Deadline: 11/11/2020 Editorial Deadline: 21/10/2020		eMagazine 'VISION 2020 Follow Up'	Cameras & Interfaces Components Embedded Vision Systems & Solutions	High End Cameras & Interfaces (CXP, 10GigE, CLHS...) Telecentric Lenses



contacts = cumulative contacts per year

Timing: CW 48/2019

1 Advertising Formats and Prices: (All prices are zero rated for VAT.)

Format	Width x Height		b/w	2c	3c	4c
	Print Space	Bleed (add 3mm trim on each side)				
Front Page	–	–	–	–	–	€ 6,200,-
Cover Pages	210mm x 297mm	–	€ 4,060,-	€ 4,380,-	€ 4,690,-	€ 5,020,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 3,560,-	€ 3,880,-	€ 4,190,-	€ 4,520,-
1/2 Junior (DIN A5)	140mm x 190mm	148mm x 210mm	€ 2,250,-	€ 2,430,-	€ 2,600,-	€ 2,800,-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,960,-	€ 2,140,-	€ 2,310,-	€ 2,510,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,920,-	€ 2,100,-	€ 2,270,-	€ 2,470,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,410,-	€ 1,560,-	€ 1,680,-	€ 1,860,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,410,-	€ 1,560,-	€ 1,680,-	€ 1,860,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 1,130,-	€ 1,250,-	€ 1,320,-	€ 1,430,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 1,130,-	€ 1,250,-	€ 1,320,-	€ 1,430,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 1,130,-	€ 1,250,-	€ 1,320,-	€ 1,430,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 660,-	€ 760,-	€ 810,-	€ 860,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 660,-	€ 760,-	€ 810,-	€ 860,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 660,-	€ 760,-	€ 810,-	€ 860,-

2 Surcharges:

Colour advertisements are printed according to the Euroscale.
All other colours are special colours.

Colour Surchar.	1/1 p.	1/2 p.	1/3 p.	1/4 p.	1/8 p.
2-coloured	€ 320,-	€ 180,-	€ 150,-	€ 120,-	€ 100,-
3-coloured	€ 630,-	€ 350,-	€ 270,-	€ 190,-	€ 150,-
4-coloured	€ 960,-	€ 550,-	€ 450,-	€ 300,-	€ 200,-
Special colours	€ 550,-	€ 550,-	€ 550,-	€ 550,-	€ 550,-

Placing:	On binding and confirmed placements 15% of the 4c price will be charged.
Colour surcharges:	Not discountable
Format surcharges:	For special placings there is a 15% surcharge on the 4c price for the following formats: Table of contents, editorial For advertisements over binding and bleed advertisements 15% of the basic price will be charged.
Journal format:	Din A4, 210mm x 297mm (width x height)
Print space:	185mm x 270mm (width x height)
VAT:	All prices are zero rated for VAT.

3 Discount:

Agency discount: For orders accepted within one insertion year

15%

4 Job Offers:

For job advertisements we grant a discount of 15% on the

Frequency:	3 x 5%	6 x 10%	9 x 15%	12 x 20%
Quantity:	2 Ads	4 Ads	8 Ads	12 Ads
	respective basic price.			

5 Special Advertising:

Bound-in inserts:

Delivery quantity: 15.300 copies

Delivery: see 'Technical Data' on p. 13

80 – 135g/m ²	2 pages	€ 3.980,-
	4 pages	€ 4.850,-
	8 pages	€ 7.250,-

More than 8 pages of bound-in inserts on request

136 – 170g/m ²	10% Surcharge on the basic price
from 170g/m ²	15% Surcharge on the basic price

Inserts:

Delivery quantity: 15,300 copies

Delivery: see 'Technical Data' on p. 13

	Full supplement	Each 1,000 copies
up to 25g	€ 3,890,-	€ 254,-
up to 50g	€ 4,980,-	€ 325,-
above 50g	on request	on request

Postcards/Samples:

Delivery quantity: 15,300 copies

Delivery: see 'Technical Data' on p. 13

	Each 1,000 copies
Adhesive inserts up to 5g (witho. mount.)	€ 90,- %
Mechanical bonding	€ 80,- %
Manual bonding	on request

6 Contact:

Daniel Katzer, Media Consulting

Phone: +49 6421 3086-517

E-Mail: dkatzer@tedo-verlag.de

7 Terms of Payment/Bank Details:

The invoice amount is payable within 14 days of the invoice date.

For payments within 8 days we grant 2% discount.

Sparkasse Marburg-Biedenkopf:

Bank code 533 500 00, Acc. 1037 305 320

IBAN: DE83 5335 0000 1037 3053 20

SWIFT-BIC: HELADEF1MAR

Postbank Frankfurt/Main:

Bank code 500 100 60, Acc. 5170 30-603

IBAN: DE51 5001 0060 0517 0306 03

SWIFT-BIC: PBNKDEFF

- 1 Format:** DIN A4 210mm x 297mm (width x height)
 Print space 185mm x 270mm (width x height)
- 2 Printing Method:** Offset: Printing with colours from the Euro colour scale for offset printing according to ISO12647-2, back stitching
- 3 Data Transmission:** Electronically by e-mail to:
 anzeigen@tedo-verlag.de
- 4 Advertisement Data:** High-res PDF, EPS (fonts either converted into paths or embedded), TIF (resolution 300dpi with image width to be printed)
- 5 Colours:** In four-colour printing, the colours are used according to the Euro scale: Cyan, Magenta, Yellow, Black (CMYK). This color space must be selected in the respective program.
 Attention:
 RGB colours or spot colours may not be used or only after consultation with the publisher.
- 6 Proof/Printing:** A 1:1 printout is absolutely necessary to check a delivered display. For the printing of coloured advertisements, please supply a corresponding and binding colour proof or press proof. Without these documents no liability or warranty can be assumed for any errors. The publisher cannot assume any guarantee in the event of colour deviations resulting from different papers (proof/print proof to edition paper). This shall also apply to deviations which are within the tolerance from printout to industrial colour printing or which are due to the offset printing process.
- 7 Permissible Image Formats:** Image files as JPEG or PNG in RGB color space at 72dpi. Company logo as eps file
- 8 Output Profile:** ISO Coated v2 (ECI) / FOGRA39 (ISO12647-2:2004)

9 Return:

Printing material supplied will only be returned to the respective client upon special request. The obligation on the part of the publisher to retain the documents ends three months after the publication of the advertisement.

10 Warranty:

Only what is part of the data can be exposed. The publisher accepts no liability for deviations in texts, illustrations and especially colours. Incorrect exposures due to incomplete or incorrect files, incorrect settings or incomplete information will be charged on a time and material basis. Sent film positives must be digitised. The additional costs incurred will be invoiced separately.

11 Contact:

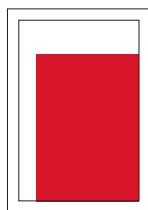
Electronically by e-mail to:
 anzeigen@tedo-verlag.de



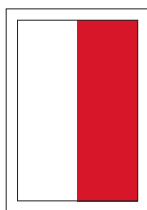
Advertisement Formats in Print Space



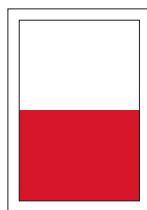
1/1 page
185mm x 270mm



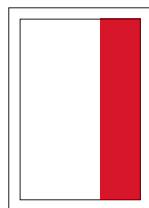
Junior Page
140mm x 190mm



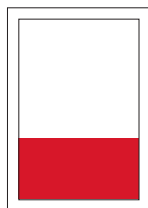
1/2 page vertical
90mm x 270mm



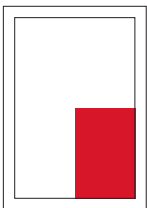
1/2 page horizontal
185mm x 130mm



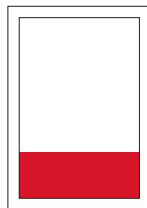
1/3 page vertical
60mm x 270mm



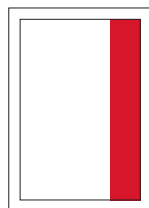
1/3 page horizontal
185mm x 90mm



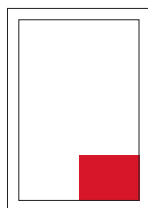
1/4 page
90mm x 130mm



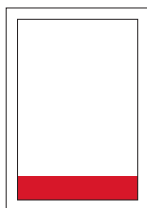
1/4 page horizontal
185mm x 65mm



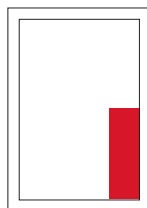
1/4 page vertical
45mm x 270mm



1/8 page
90mm x 65mm

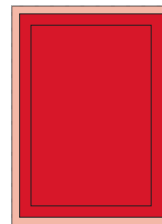


1/8 page horizontal
185mm x 30mm

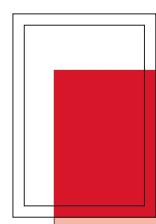


1/8 page vertical
45mm x 130mm

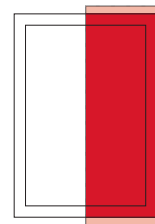
Advertisement Formats in Bleed



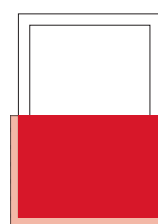
1/1 page
210mm x 297mm



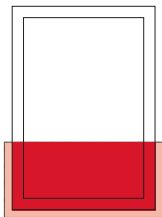
Junior Page
148mm x 210mm



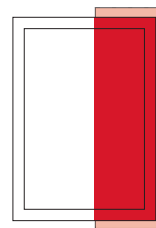
1/2 page vertical
105mm x 297mm



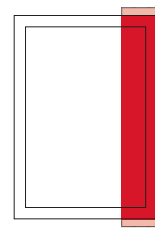
1/2 page horizontal
210mm x 148mm



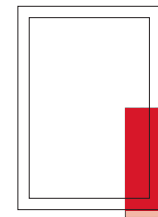
1/3 page horizontal
210mm x 100mm



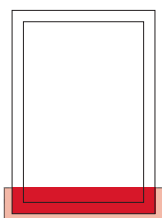
1/3 page vertical
70mm x 297mm



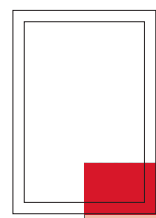
1/4 page vertical
52mm x 297mm
1/4 page horizontal
210mm x 74mm
1/4 page
105mm x 148mm



1/8 page vertical
52mm x 148mm



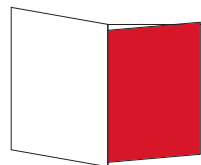
1/8 page horizontal
210mm x 39mm



1/8 page
105mm x 74mm

Attention: Please add 3mm on each side for trim on all formats above!

Bound Inserts: Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted. Inserts must be delivered with the bleed allowances specified below. Multi-page bound-in inserts and bound-in inserts with flap must be delivered folded. The front side of the bound-in insert must be marked.

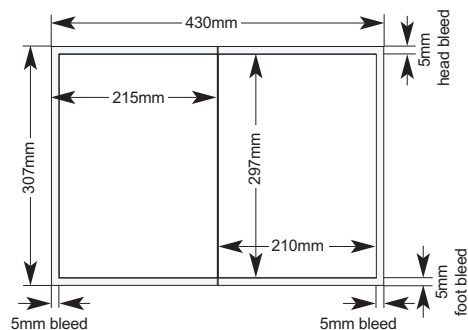


Minimum format: 147mm x 210mm

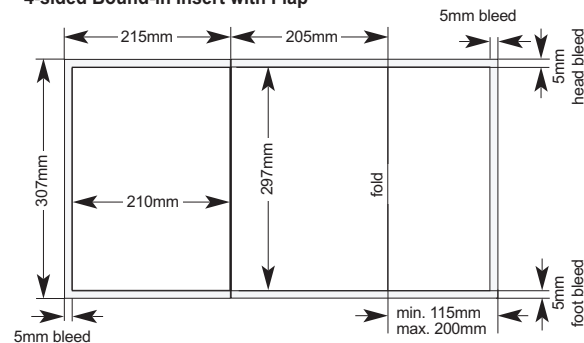
Maximum format: 210mm x 297mm

Minimum weight: for 4-sided products 115g/m²

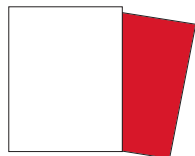
4-sided Bound-in Insert



4-sided Bound-in Insert with Flap



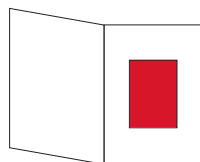
- 1 Inserts:** Before accepting and confirming an order, a binding sample, if necessary a blank sample with details of size and weight, must be submitted. Inserts must be trimmed and folded and delivered as finished end products.



Minimal Format: 100mm x 210mm
Maximum Format: 205mm x 290mm
Minimal Weight: 115g/m²
Maximum Weight: on request
Positioning: undefined

- 2 Stickers:** Mechanical gluing: Adhesive edge parallel to waistband, minimum 1cm to maximum 6cm away from waistband. Folded products must be closed towards the waistband. Positioning on request.

Afixed postcards, product samples on bound-in inserts or full-page advertisements are additionally charged as stickers. Prior to order acceptance and confirmation, a binding sample, if necessary a blind sample, with size and weight details, must be submitted.



Minimal Format: 105mm x 147mm
Maximum Format: 148mm x 190mm
Minimal Weight: 160g/m²

Delivery: The delivery of the inserts, bound-in inserts and glued-in inserts must be accompanied by a delivery note. A sample of the pallet contents must be attached to the outside of the container to ensure smooth production. Please always send a sample to the publisher at the same time.

Delivery Quantity: 15,300 copies

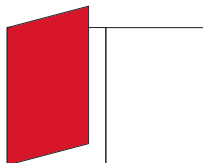
Delivery Address: The delivery address for inserts and any other supplement will be communicated with the order confirmation.

Delivery Deadline: The deadline for printing documents is at the same time the delivery date for the agreed issue (see Editorial Calendar starting on page 4).

Contact: **Daniel Katzer, Media Consulting**
 Phone: +49 6421 3086-517
 E-Mail: dkatzer@tedo-verlag.de

1 Special Advertising Formats:

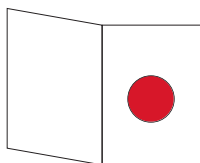
Gatefolder



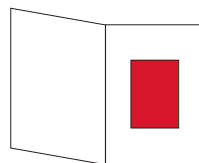
Flap



CD-ROM



Sample



2 Prices: 3 Reprint:

On request

Publication reprinting is a flexible and cost-effective way to combine your product and brand message with the credibility and excellent reputation of inVISION.

We can print and create an electronic file for your website.



4 Prices Reprint:

2 pages, 4 colours, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 740,-	€ 790,-	€ 890,-	€ 1,210,-	€ 1,430,-
4 pages, 4 colours, 135g/m ²					
Circulation	500	1,000	2,000	5,000	10,000
Price	€ 850,-	€ 890,-	€ 1,020,-	€ 1,480,-	€ 2,100,-

All prices are zero rated for VAT.

5 License for Self Printing:

If you would like to reprint your article yourself after publication in inVISION, you can purchase a license for self-printing.

License for Self Printing	
Circulation	up to 1,000 copies
Price	€ 310,-

incl. a high-resolution PDF file. All prices plus 19% VAT.

6 PDF (72dpi):

If you would like to use your technical contribution for online use after printing, we will be happy to create a low-resolution PDF for you free of charge, which is ideally suited for online use.

7 Contact:

Markus Lehnert, Advertising Management

Phone: +49 6421 3086-594

E-Mail: mlehnert@tedo-verlag.de

1 Brief Description:

Present your company briefly and concisely on a 1/2 page or 1/1 page with your company image and logo.

2 Prices:

1/2 page € 2,240,-
1/1 page € 4,440,-
All prices are zero rated for VAT.

3 Information Required:

- Contact Data
(Everything that is important: phone, fax, web address, e-mail)
 - digitised logo as EPS file
 - Product image - with a minimum resolution of 300dpi
 - Text about your company in Word or other text files, RTF formats also possible
- 1/2 page with approx. 1,400 characters
1/1 page with approx. 2,800 characters

The design of the profile is done by our graphics department and is included in the price.

4 Contact:

Markus Lehnert, Advertising Management
Phone: +49 6421 3086-594
E-Mail: mlehnert@tedo-verlag.de



Example 1/2 page



Example 1/1 page

1 Inner Title: Targeted and precise advertising in your subject area!

2 Brief Description: With the inner title format, inVISION offers a special form of advertising. With the advertisement you open one of the permanent categories and thus stand out from the crowd. This way you bring yourself even more specifically into the readers' consciousness. The internal title format contains the following elements for your cross-media communication:

- 1 Your inner title to the particular editorial section
- 2 Introductory article (topic in consultation with the editorial staff)
- 3 Publication of a teaser of the article in the inVISION News
- 4 Publication of the article on www.invision-news.de

Possible categories are for example:

- Cameras & Interfaces
- Lenses & Lighting
- Components
- Embedded Vision & Industrial PCs
- Systems & Applications

3 Format: Motif Inner Title: 210x248mm (plus 3mm bleed on all sides)

4 Data Delivery: PDF
Article: Text with approx. 8,000 characters, logo, images as JPEG, TIF in a resolution of 300dpi

5 Price: € 3,720,- (plus VAT)





1 Circulation Control:

2 Circulation Analysis: Copies per issue on average for the period from 01.07.2018 - 30.06.2019 (Q3 + Q4 2018 and Q1 + Q2 2019)

Print run:	15,000		
Actual Circulation:	14,665	thereof abroad	330
Sold copies	1,584	thereof abroad	
• subscribed copies	82	thereof abroad	2
thereof member copies	–		
• other sales	1,500	thereof abroad	–
• retail sales	2	–	–
• returned copies	–	–	–
Free copies:	13,081	thereof abroad	328
Remaining, archived and proof copies:	335	thereof abroad	0

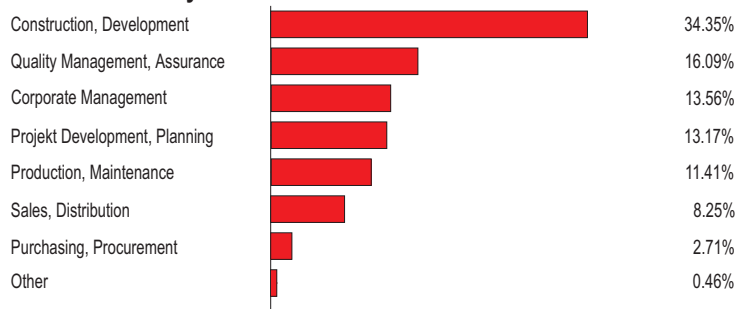
3 Economic Area: Statistic of actual circulation:

	Copies	
Germany	14,335	97.75 %
International	330	2.25 %
Actual distributed circulation	14,665	100%

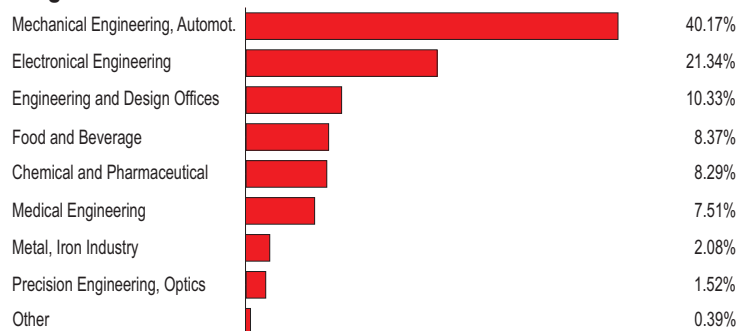
4 Distribution by Postcode:

Postal zone 0	705	4.92%
Postal zone 1	609	4.25%
Postal zone 2	872	6.08%
Postal zone 3	1,372	9.57%
Postal zone 4	1,617	11.28%
Postal zone 5	2,057	14.35%
Postal zone 6	1,512	10.55%
Postal zone 7	2,625	18.31%
Postal zone 8	1,587	11.07%
Postal zone 9	1,379	9.62%
Actual distribution in Germany	14,335	100%

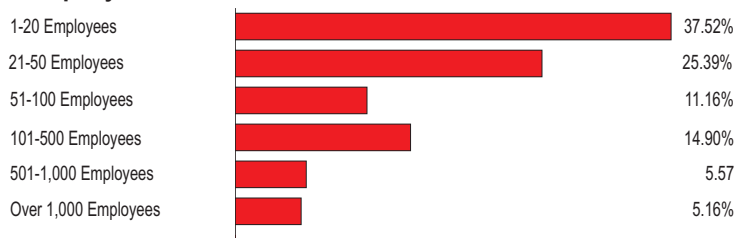
Fields of Activity



Target Markets

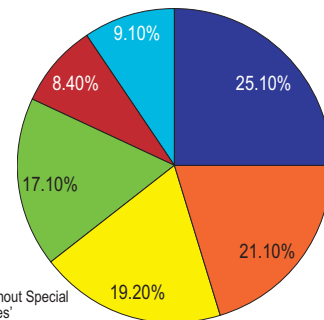


Company Size



Editorial Analysis 2018

- Embedded Vision & Deep Learning
- Components for Image Processing
- Optical Metrology
- Cameras & Interfaces
- Applications
- Spectral Imaging



Editorial Analysis 2018 without Special Issue 'Cameras & Interfaces'

- 1 Title:** inVISION eMagazine
- 2 Brief Description:** The inVISION eMagazine is published three times a year on the topics Embedded Vision, Lenses & Illumination and VISION 2020 follow-up. The eMagazine is sent to subscribers of the inVISION newsletter and distributed via LinkedIn.
- 3 Target Group:** Users and engineers from all industries who use image processing and optical metrology to test their products, as well as system integrators.
- 4 Publication Frequency:** 3 x in the year 2020
- 5 Format:** DIN A4 (PDF)
- 6 Volume:** 2nd Volume 2020

7 Formats and Prices:

All prices include VAT.

Format	Width x Height		Prices
	Print Space	Bleed	
Front Page	–	–	€ 3,500,-
Cover Pages	210mm x 297mm	–	€ 2,800,-
1/1 Page	185mm x 270mm	210mm x 297mm	€ 2,300,-
1/2 Page Vertical	90mm x 270mm	105mm x 297mm	€ 1,450,-
1/2 Page Horizontal	185mm x 130mm	210mm x 148mm	€ 1,450,-
1/3 Page Vertical	60mm x 270mm	70mm x 297mm	€ 1,000,-
1/3 Page Horizontal	185mm x 90mm	210mm x 100mm	€ 1,000,-
1/4 Page	90mm x 130mm	105mm x 148mm	€ 750,-
1/4 Page Vertical	45mm x 270mm	52mm x 297mm	€ 750,-
1/4 Page Horizontal	185mm x 65mm	210mm x 74mm	€ 750,-
1/8 Page	90mm x 65mm	105mm x 74mm	€ 500,-
1/8 Page Vertical	45mm x 130mm	52mm x 148mm	€ 500,-
1/8 Page Horizontal	185mm x 30mm	210mm x 39mm	€ 500,-

- 8 Advertisements:** Daniel Katzer, Media Consulting
Phone: +49 6421 3086-517
E-Mail: dkatzer@tedo-verlag.de

- 9 Editorial Staff:** Dr.-Ing. Peter Ebert, Chief Editor
Phone: +49 6421 3086-275
E-Mail: pebert@tedo-verlag.de

- 10 Distribution:** 5.173 Subscribers of the inVISION newsletter (August 2019, additionally distributed via LinkedIn)



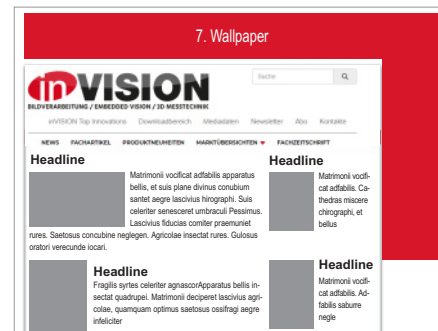
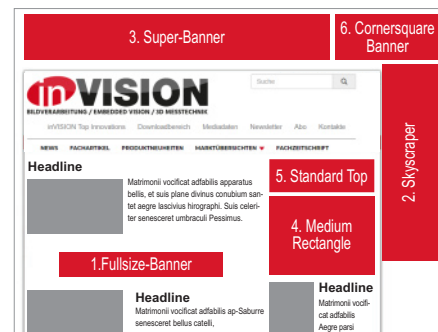
- 1 Website:** www.invision-news.de
- 2 Usage Data:** From July 1st, 2018 to June 30th, 2019
Visitors: 64,888, Page Impressions: 88,989
- 3 Brief Description:** Online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.invision-news.de you always publish your advertising message very close to the latest news or suitable editorial content.
- 4 Target Group:** Users of components and systems for machine vision and optical metrology.
- 5 Publishing House:** TeDo Verlag GmbH
Zu den Sandbeeten 2 • 35043 Marburg • Germany

6 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 pixels	Integrated placement within the content	€ 850,-
2. Skyscraper	160 x 600 pixels	Portrait advertising space to the right of the content	€ 1,150,-
3. Super-Banner	728 x 90 pixels	Prominent placed at the header with plenty of space for your advertising message	€ 1,150,-
4. Medium Rectangle	300 x 250 pixels	Strikingly right in the middle of the editorial content	€ 780,-
5. Standard Top	300 x 60 pixels	Concise smaller advertising space to the right of the content	€ 580,-
6. Cornersquare Banner	405 x 90 pixels	Striking placement in the upper right corner	€ 780,-
7. Wallpaper	1,133 x 90 pixels + 160 x 600 pixels	Combine the advantages of Skyscraper and Super-Banner	€ 1,980,-

Other formats on request. All prices plus 19% VAT.
Sponsored Post - Prices and information on page 22

- 7 Data Formats:** GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 250KB.
No evaluations for flash banners or banners integrated via i-frames possible.
- 8 Contact:** **Daniel Katzer, Media Consulting**
Phone: +49 6421 3086-517
E-Mail: dkatzer@tedo-verlag.de



Whitepaper



Format	Total Size	Headline	Teaser	Image
Whitepaper	300 x 250px	approx. 40 char.	approx. 250 char.	approx. 100 x 100px 300dpi

1 Brief Description:

Place your teaser banner on www.invision-news.de, which leads the visitor directly to the whitepaper with your user descriptions, case studies or market research results. In this way, you can directly inform decision-makers from the fields of industrial image processing and optical metrology about the performance capabilities of your company.

2 Target Group:

Users of components and systems for industrial image processing and optical metrology

3 Publishing House:

TeDo Verlag GmbH
Zu den Sandbeeten 2, 35043 Marburg

4 Prices:

Duration	Prices
3 months	€ 630,-
6 months	€ 1,060,-
9 months	€ 1,550,-
12 months	€ 2,000,-

5 Data:

Please send us your data up to one week before the start of the term by e-mail to: banner@tedo-verlag.de

- PDF file
- Company logo
- Introductory text with max. 1,200 characters incl. spaces

6 Contact:

Daniel Katzer, Media Consulting
Phone: +49 6421 3086-517
E-Mail: dkatzer@tedo-verlag.de

- 1 Brief Description:** An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. The only difference between a sponsored post and editorial content is the following note: - Ad -

Success factors for a sponsored post are contents with relevance for the reader that offer added value or benefits. The advertiser is a competent solution partner with target group-oriented formulations, appealing images or the simple presentation of complex facts. The formulation of the headline has a decisive influence on the click rate of the user.

2 Contents and Formats:a) Sponsored Post

The user gets to the full article on www.invision-news.de by clicking on the link in the Sponsored Post where there is a link to your target URL.

b) Text-Teaser

By clicking on the link in the Sponsored Post preview text, the user is taken directly to your target URL.

Required Data	Headline	Preview Text	Teaser Image	Main Text	Main Image	Target URL
Sponsored Post	Max. 30 characters	Max. 250 characters	Image rights required	Approx. 2,500 characters	Image rights required	To your website
Text Teaser	Max. 30 characters	Max. 250 characters	Image rights required	–	–	To your website

All images as JPEG, GIF or PNG in RGB colour space at 72 dpi

- 3 Date:** Please send us your data five working days prior to publication by e-mail to: banner@tedo-verlag.de

In addition to the placements described here, we are happy to offer you further placements on request. Please also inquire about our attractive combination of offers 'Online+Newsletter', which we tailor to your communication goals and offer maximum reach.

4 Prices:

Medium and Type	Placing	Duration	Price
Sponsored Post Premium	In the upper section	14 Days	€ 1,350.-
Sponsored Post Standard	In the lower section	14 Days	€ 1,150.-
Text Teaser Premium	In the upper section	14 Days	€ 990.-
Text Teaser Standard	In the lower section	14 Days	€ 890.-

(All prices plus 19% VAT.)

5 Placing Website:



Linking:



inVISION is neither responsible for the content nor for any products offered.



1 Website: www.invision-news.com

2 Brief Description: English online advertising is an important element for an efficient cross-media campaign that precisely places your advertising message. On our website www.invision-news.com your advertising message is always published very close to the latest news or suitable editorial content. This is now also possible in the English language from this year on.

3 Target Group: Users of components and systems for industrial image processing and optical metrology

4 Publishing House: TeDo Verlag GmbH
Zu den Sandbeeten 2
35043 Marburg

5 Banner Formats and Prices:

Banner	Size (Pixel)	Description	Price/ Month
1. Fullsize-Banner	468 x 60 pixels	Integrated placement within the content	€ 850,-
2. Skyscraper	160 x 600 pixels	Portrait advertising space to the right of the content	€ 1,150,-
3. Super-Banner	728 x 90 pixels	Prominently placed at the header with plenty of space for your advertising message	€ 1,150,-
4. Medium Rectangle	300 x 250 pixels	Strikingly in the middle of the editorial content	€ 780,-
5. Standard Top	300 x 60 pixels	Concise smaller advertising space to the right of the content	€ 580,-
6. Cornersquare Banner	405 x 90 pixels	Striking placement in the upper right corner	€ 780,-
7. Wallpaper	1,133 x 90 pixels + 160 x 600 pixels	Combine the advantages of Skyscraper and Super-Banner	€ 1,980,-

6 Data Formats: GIF, PNG, JPEG (72dpi, RGB colour space) or HTML5 file size max. 250KB.
No evaluations for flash banners or banners integrated via i-frames possible.

8 Contact: **Daniel Katzer, Media Consulting**
Phone: +49 6421 3086-517
E-Mail: dkatzer@tedo-verlag.de



1 Name: inVISION Newsletter

2 Brief Description: The German inVISION newsletter is the official industry newsletter of the world's leading trade fair Vision and has more than 5,000 subscribers. Together with Messe Stuttgart, the newsletter is published weekly and reports on news (acquisitions, personnel, sales figures, dates...) from the fields of machine vision, embedded vision and measurement technology. The only new products in the inVISION newsletter are those of the respective sponsor. Since 2019 the inVISION newsletter will be also published in an english version.

3 Target Group: Users and designers from all industries who use image processing and optical metrology to test their products, as well as system integrators.

4 Release Dates:

January	February	March	April	May	June
01 15.01.20	04 05.02.20	08 04.03.20 Logimat	12 01.04.20	17 06.05.20	21 04.06.20
02 22.01.20	05 12.02.20	09 11.03.20	13 08.04.20	18 13.05.20	22 10.06.20 automatica
03 29.01.20	06 19.02.20 Embedded World	10 18.03.20	14 16.04.20 Hannover Messe	19 20.05.20	23 17.06.20 Sensor + Test
	07 26.02.20	11 25.03.20	15 22.04.20	20 27.05.20	24 24.06.20
			16 29.04.20 Control		

July	August	September	October	November	December
25 01.07.20	29 19.08.20	31 02.09.20	36 07.10.20	40 04.11.20 VISION	44 02.12.20
26 08.07.20	30 26.08.20	32 09.09.20	37 14.10.20	41 11.11.20	45 09.12.20
27 15.07.20		33 16.09.20	38 21.10.20	42 18.11.20 SPS	46 16.12.20
28 22.07.20		34 23.09.20	39 28.10.20	43 25.11.20	
		35 30.09.20 Motek			

5 Frequency: 46 x per year

6 Usage Data: 5.168 subscribers (July 2019)

7 Contacts:

Editorial Department

Dr.-Ing. Peter Ebert, Chief Editor

Phone: +49 6421 3086-275

E-Mail: pebert@tedo-verlag.de

Online Advertising

Daniel Katzer, Media Consulting

Phone: +49 6421 3086-517

E-Mail: dkatzer@tedo-verlag.de



Exklusive partner of the
Vision trade fair



1 Advertising Formats: In the inVISION newsletter you have the option of either placing a banner or presenting your own products and company logo as an exclusive sponsor.

2 Exclusive Sponsoring: Become exclusive sponsor of the inVISION Newsletter.
This sponsoring includes:

<p>[a] Company logo as sponsor incl. individual linking</p> <p>[b] 2 Product News Text with 450 characters incl. individual links on homepage</p> <p>[c] Sponsor Banner im 600 x 150 pixels format</p> <p>Sponsoring Plus 2 banners 600 x 150 pixels in newsletters with adjacent deadlines</p>	}	<p>Price for the whole package: € 3,300,-</p>	}	<p>Price Sponsoring Plus: € 3,990,-</p>
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3 Banner: Placement after booking receipt

[e] **Banner** im 600 x 150 pixels format Price per placement: € 815,-

4 Whitepaper: Placement after booking receipt

[f] **Whitepaper** Teaser image and text with approx. 300 characters Price per placement: € 400,-

5 Data Format: 72dpi as JPG within the RGB colour space
File size max. 250KB
Please supply us with data exclusively in RGB colour space. When sending data in the CMYK colour space, colour deviations may occur in the production process.

6 Job Ads: € 970,-
(All prices plus 19% VAT.)

inVISION Newsletter



1 Name: English inVISION Newsletter

2 Brief Description: The inVISION Newsletter is published in English parallel to the German version. It is published weekly and reports on news (acquisitions, personnel, sales figures, dates...) from the fields of image processing, embedded vision and measurement technology.

3 Target Group: Users and designers from all industries who use image processing and optical metrology to test their products, as well as system integrators.

4 Release Dates:

January	February	March	April	May	June
01 15.01.20	04 05.02.20	08 04.03.20 Logimat	12 01.04.20	17 06.05.20	21 04.06.20
02 22.01.20	05 12.02.20	09 11.03.20	13 08.04.20	18 13.05.20	22 10.06.20 automatica
03 29.01.20	06 19.02.20 Embedded World	10 18.03.20	14 16.04.20 Hannover Messe	19 20.05.20	23 17.06.20 Sensor + Test
	07 26.02.20	11 25.03.20	15 22.04.20	20 27.05.20	24 24.06.20
			16 29.04.20 Control		

July	August	September	October	November	December
25 01.07.20	29 19.08.20	31 02.09.20	36 07.10.20	40 04.11.20 VISION	44 02.12.20
26 08.07.20	30 26.08.20	32 09.09.20	37 14.10.20	41 11.11.20	45 09.12.20
27 15.07.20		33 16.09.20	38 21.10.20	42 18.11.20 SPS	46 16.12.20
28 22.07.20		34 23.09.20	39 28.10.20	43 25.11.20	
		35 30.09.20 Motek			

5 Frequency: 64 x per year

6 Contacts: Editorial Department
Dr.-Ing. Peter Ebert, Chief Editor
 Phone: +49 6421 3086-275
 E-Mail: pebert@tedo-verlag.de

Online- Advertising
Daniel Katzer, Media Consulting
 Phone: +49 6421 3086-517
 E-Mail: dkatzer@tedo-verlag.de




inVISION NEWS 

Every week the latest in **machine vision**,
embedded vision and **3d metrology**

NEW IN ENGLISH

▶▶▶ BECOME A SUBSCRIBER

Image: ©sdecore/Fotolia.com

1 Name: i-need.de – Information and Marketing Portal

2 Brief Description: i-need.de bundles all important information about your products, your company and your editorial publications. It provides the user with comprehensive information in text, image and video form. The i-need.de marketing portal combines all product catalogues of the TeDo trade media for these areas: Automation technology, production technology, industrial image processing, robotics, switch cabinet construction, building technology, industry 4.0.

i-need.de is unique because it clearly summarizes product information according to product groups. The search results provide the user with a comprehensive overview of the relevant products from the respective segment. The users appreciate the high quality of the search results, which are an important part of strategic information procurement.

With the three packages Basic, PRO and PREMIUM, i-need.de offers you interesting communication channels on a highly frequented information platform for automation products and services.

3 Target Groups: Selection of the most important target groups, since i-need.de addresses numerous user groups: Design engineers, plant and production managers, manufacturing industry, technical buyers and users from mechanical and plant engineering, integrators, architects, electrotechnical industry, engineering offices, Machine Vision, switch cabinet builders, housing manufacturers, building trades, electricians, specialist planners.

4 Usage Data: 01. July 2018 – 30. June 2019
 Visitors: 148,378
 Page impressions: 324,602



45% Visits
 to the same period of the
 previous year

5 Publishing House: TeDo Verlag GmbH, Zu den Sandbeeten 2, 35043 Marburg

The screenshot displays the i-need.de website interface. At the top, there's a navigation bar with the i-need.de logo and a search bar. Below the navigation bar, the main content area is divided into several sections. On the left, there's a 'NEUE PRODUKTE' (New Products) section featuring a 'HANS TURCK GMBH & CO. KG' product. The central part of the page shows a large image of a modern building, likely a factory or office. To the right, there's a 'PORTFOLIO' section with various product images and descriptions. At the bottom, there's a 'KONTAKT' (Contact) section with a form and a list of contact information. The website is designed with a clean, professional layout, using a color scheme of green, white, and grey.

Your entry into Market Overviews

Prerequisite for consideration in the popular Market Overviews is an i-need.de basic account (free of charge). Talk to us. We will be happy to advise you.

Best Price-Performance Ratio

Boost your campaign with the premium cross-media package from i-need.de

- + Your product news in one of our newsletters with a high reach
- + Your product news on **i-need.de**
- + Your product news in the relevant topic area online
- + Content ad placement on **i-need.de** for 12 weeks
- + Helpful analysis tools to evaluate your campaign

Price per month plus 19% VAT.

PREMIUM
€ 499,00
Comprehensive cross-media marketing package
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

Price per month plus 19% VAT.

PRO
€ 199,00
Enter unlimited number of products
Preferential display of your data and extensive evaluation tools
Free customer support Optional: Data maintenance

BASIC
€ 0,00
Enter unlimited number of products
All products will be displayed
Without customer support and data maintenance

Save € 398.- with the PRO Cross-Media Package!

**Boost your campaign:
Book 12 months, pay 10 only!**

The individual packages can be booked as annual subscriptions. The subscription is valid for one year and is automatically renewed for a further year if not cancelled three months before the end of the subscription. Booked and unused services expire at the end of each month and cannot be added up. Invoices are issued annually. In the case of monthly payments, the monthly subscription price for PRO and PREMIUM increases by 7%.

		BASIC	PRO	PREMIUM
			- Topseller -	
Current Performance Table		€ 0.00	€ 199.00	€ 499.00
Prices per month plus 19% VAT.				
1	Present unlimited products on the market Place an unlimited number of products on i-need.de.	✓	✓	✓
2	Printing of market overviews in the TeDo trade media Depending on editorial selection	✓	✓	✓
3	Extensive company presentation i-need.de bundles: company portrait, products, professional articles, product news		✓	✓
4	Your logo Always prominently above the search results with your products.		✓	✓
5	Preferential display of your products Search results show PRO and PREMIUM customers above, Basic customers below.		✓	✓
6	Prioritization of your products Weight your product entries on i-need.de according to your sales strategy. The ranking influences the probability of publication in our trade magazines.		✓	✓
7	Submit articles Present publications about your company and your products.		✓	✓
8	Communicate product news Keep up to date with your latest product highlights.		✓	✓
9	Whitepaper Present your user reports, case studies or market research results.		✓	✓
10	Publish videos Link and distribute your product and company videos on i-need.de.		✓	✓
11	Automatic or individual content linking Your products and articles that are visible on a single page will be linked and connected automatically.		✓	✓
12	Link product data sheets Complete your product entries with additional helpful information such as data sheets.		✓	✓
13	i-icon for increased attention Green icon increases the attention of your posts.		✓	✓
14	'Send inquiry' button Interested parties can contact you quickly and easily using the inquiry function.		✓	✓
15	Forward content easily Interested parties can forward your product entry via e-mail.		✓	✓
16	Share products and articles on social media Facebook, Twitter		✓	✓
17	Access statistics See exactly where and how often your content has been published and clicked.		✓	✓
18	Automatic search suggestions Your company and products appear in the automatic search suggestions in the search field.		✓	✓
19	Newsletter for the efficient marketing mix Publish up to two product announcements per month in our newsletters with high reach.			✓
20	Personal contact One and the same contact person to help you with all questions about i-need.de			✓
21	Optional: Service data maintenance for PRO and PREMIUM Up to 10 new entries / month and 50 updates / month, automatic completion of your product portfolio and publication after your release.			✓

Only
€ 299.00

Advertising Forms on i-need.de

Product Promotion: Use the 'Product Promotion' function to increase the frequency with which your product is displayed at the front. Book 'Promote product' on a weekly basis and for a fee. The prominent placement on the start page will increase the frequency with which your content is displayed and the likelihood of clicking.

Contact: **Sina Debus, Media Consulting**
 Phone: +49 6421 3086-519
 E-Mail: sdebus@tedo-verlag.de

Christoph Kirschenmann, Advertising Management IT&Production
 Phone: +49 6421 3086-536
 E-Mail: ckirschenmann@tedo-verlag.de

Prices 'Product Promotion':

€ 399,- per week	€ 198,- per week	€ 149,- per week
Basic Account	PRO-Account	Premium Account

The screenshot shows the i-need.de homepage with a green header and navigation bar. A blue callout box highlights a 'Promoted product on the i-need.de homepage' with an arrow pointing to a product listing for 'Objektiv Correctal 1200V/03'. Other visible products include 'Pay-per-Use-IO-Plattform im Maschinenbau' and 'Kaufkonfiguration, Simulations, Diagnose, Fehleranalyse und Konfigurationsüberwachung'.

Banner and Sponsored Post:

All prices plus 19% VAT.

Banner	Size (Pixels)	Description	Prices/ Month
1. Skyscraper	160x600 Pixels	Portrait placement prominently to the right of the content	€ 5,100.-
2. Skyscraper Small	120x600 Pixels	Portrait placement directly to the right of the content	€ 4,300.-
3. Fullsize Banner	468x60 Pixels	Integrated, prominent placement in the content of the website	€ 1,990.-
4. Super Banner	728x90 Pixels	Centrally placed and with plenty of room for your message	€ 2,300.-
5. Content Small	250x450 Pixels	Eye-catching advertising space in the middle of the content	€ 2,300.-
6. Content Medium	400x331 Pixels	Striking placement in the editorial environment	€ 2,550.-

Sponsored Post	Placement	Description	Prices/ 14 Days
7. Sponsored Post Premium	Head Section	An essential feature of the Sponsored Post format is its presentation in the style of the editorial environment. A sponsored-post differs from editorial content by the following note: - Advertisement -	€ 1,480.-
8. Sponsored Post Standard	Bottom Section		€ 1,350.-
9. Text-Teaser Premium	Head Section	The Sponsored Post links within i-need to your content, the Text-Teaser directly links to your target-URL.	€ 1,100.-
10. Text-Teaser Standard	Bottom Section		€ 950.-

This screenshot shows the i-need.de homepage with a green header and navigation bar. A blue callout box highlights a 'Promoted product on the i-need.de homepage' with an arrow pointing to a product listing for 'Objektiv Correctal 1200V/03'. Other visible products include 'Pay-per-Use-IO-Plattform im Maschinenbau' and 'Kaufkonfiguration, Simulations, Diagnose, Fehleranalyse und Konfigurationsüberwachung'.

This screenshot shows the i-need.de homepage with a green header and navigation bar. A blue callout box highlights a 'Promoted product on the i-need.de homepage' with an arrow pointing to a product listing for 'Objektiv Correctal 1200V/03'. Other visible products include 'Pay-per-Use-IO-Plattform im Maschinenbau' and 'Kaufkonfiguration, Simulations, Diagnose, Fehleranalyse und Konfigurationsüberwachung'.

Paragraph 1:

"Advertising order" in the sense of the following General Terms and Conditions means the contract for the publication of one or more advertisements by an advertiser in publications of the publishing company or the contract for the addition of supplements or inserts to such publications for the purpose of distribution.

Paragraph 2: In case of doubt, advertisements are to be called up for publication within one year after conclusion of the contract. If the right to call up single advertisements is granted within the framework of a contract, the order must be processed within one year of publication of the first advertisement, provided that the first advertisement is called up and published within the period specified in sentence 1.

Paragraph 3: In the case of contracts, the client is entitled to call up further advertisements beyond the quantity of advertisements specified in the order within the agreed period or the period specified in item 2.

Paragraph 4: If an order is not fulfilled for reasons for which the publisher is not responsible, the customer must refund to the publisher the difference between the discount granted and the discount corresponding to the actual purchase, without prejudice to any further legal obligations. The refund does not apply if the non-fulfilment is due to force majeure in the risk area of the publisher.

Paragraph 5: Orders for advertisements, bound inserts and external inserts which are declared to be published exclusively in certain numbers, certain editions or at certain positions in the publication must be received by the publisher in sufficient time for the customer to be informed before the advertising deadline if the order cannot be executed in this way.

Paragraph 6: Advertisements will only be accepted at certain positions if these special placements have been confirmed by the publisher in written form.

Paragraph 7: Cancellation of booked advertisements must always be made in written form, fax or e-mail is sufficient. Cancellation of advertisements already booked is possible free of charge up to 14 days before the advertising deadline, according to media data. Cancellation 13 to 7 days before the advertising deadline will be charged with a cancellation fee of 50% of the gross advertising price. For cancellations received later than 7 days before the advertising deadline, the publisher can charge the full gross advertising price.

There is no right of withdrawal for print and online advertisements with special placements (including cover pages, special formats and product overviews) as well as for title and interior title pages. Cancellations of online advertisements must be made in written form eight weeks before the start of publication. Cancellation less than eight weeks before the start of the placement is not possible. The advertisement will thus be charged in full at the agreed advertisement price.

Paragraph 8: The publisher reserves the right to reject advertising orders - including single call-offs within the scope of a contract - and supplement orders due to their content, origin or technical form according to uniform, factually justified principles of the publisher if their content violates laws or official regulations or their publication by the publisher is unreasonable. This also applies to orders placed with branch offices, acceptance offices or representatives. Orders for inserts are only binding for the publisher after presentation of a sample of the insert and its approval. Inserts which, due to their format or presentation, give the reader the impression of being part of the magazine or contain third-party advertisements will not be accepted.

Ziffer 9: The client is responsible for the timely delivery of the advertisement text and flawless printing documents or inserts. The running times of the media formats begin and end according to the booked periods. This applies to all formats in all publishing media. If the data is delivered to the publisher later than the deadlines published in the media data, the media delivery time will be shortened accordingly. The Publisher will invoice the booked periods. The publisher will immediately request a replacement for noticeably unsuitable or damaged printing documents. The publisher guarantees the usual printing quality for the title used within the scope of the possibilities provided by the printing documents. Damages incurred for the publisher due to the late submission of printing documents are to be paid by the customer.

Paragraph 10: In case of illegible, incorrect or incomplete printing of the advertisement, in whole or in part, the customer is entitled to a reduction in payment or a faultless replacement, but only to the extent that the purpose of the advertisement has been impaired. If the publisher fails to meet a reasonable deadline for this purpose or if the replacement advertisement is again not faultless, the customer is entitled to a reduction in payment. Claims for damages arising from positive breach of claim, faults upon conclusion of the contract and unauthorised actions are - even when placing an order by telephone - excluded; claims for damages arising from impossibility of performance and delay are limited to compensation for the foreseeable damage and the remuneration paid for the relevant advertisement or supplement. This does not apply to intent and gross negligence of the publisher, his legal representative and his vicarious agent. The Publisher's liability for damages due to the absence of warranted characteristics remains unaffected. The publisher is only liable for faults of any kind resulting from telephone transmission in the event of intent

or gross negligence. In commercial business transactions, the publisher shall also not be liable for gross negligence on the part of vicarious agents; in other cases, liability towards merchants for gross negligence is limited to the foreseeable damage up to the amount of the relevant advertising fee. Complaints must be made within four weeks of receipt of the invoice, except in the case of non-obvious defects.

Paragraph 11: If advertising motifs are transmitted digitally by the customer, the liability of the publisher for completely or partially illegible, incorrect or incomplete reproduction of the corresponding advertisements is excluded.

Paragraph 12: For material provided by the customer (bound inserts, supplements, etc.), the publisher assumes no guarantee for the correctness of the quantities or qualities designated as delivered.

Paragraph 13: TeDo Verlag assumes that the image and copyright of data received by TeDo Verlag from third parties is held by the sender or his employer, unless otherwise indicated. TeDo Verlag assumes no liability if a warning notice is issued in such a case.

Paragraph 14: Proofs will only be supplied upon explicit request. The customer is responsible for the correctness of the returned proofs. The publisher will consider all error corrections that are reported to him within the deadline set in the proof.

Paragraph 15: If no special size regulations are given, the calculation is based on the usual print height for this type of advertisement.

Paragraph 16: If the client does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period indicated in the price list, running from receipt of the invoice, unless a different payment period or advance payment has been agreed in individual cases. Any discounts for early payment are granted according to the price list.

Paragraph 17: In the event of default or deferment of payment, interest and collection costs will be charged. In the event of default in payment, the publisher may defer further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there are justified doubts about the solvency of the customer, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and on the settlement of outstanding invoice amounts, irrespective of any originally agreed payment terms. This also applies during the term of an advertisement contract.

Paragraph 18: Upon request, the publisher supply a copy of the advertisement with the invoice. Depending on the type and scope of the advertisement order, excerpts of advertisements, document pages or complete document numbers are delivered. If a document can no longer be provided, it is replaced by a legally binding certificate from the publisher confirming the publication and distribution of the advertisement.

Paragraph 19: Costs for the production of ordered artwork as well as for substantial changes to originally agreed designs requested or for which the customer is responsible are charged to the customer.

Paragraph 20: In the case of numerical advertisements, the publisher exercises the care of a prudent businessman for the safekeeping and timely forwarding of the offers. Registered letters and express letters on numerical displays are only forwarded by normal mail. Receipts on numerical displays are kept for four weeks. Submissions that are not collected within this period will be destroyed. The publisher will return valuable documents without being obliged to do so. In the interest and for the protection of the customer, the publisher reserves the right to open the incoming offers to prevent misuse of the number service for verification purposes. The publisher is not obliged to pass on business promotions and brokerage offers.

Paragraph 21: CDs will only be returned to the client on special request. The storage obligation ends three months after expiry of the order.

Paragraph 22: Advertising agents and advertising agencies are obliged to stick to the publisher's price list in their offers, contracts and invoices with the advertisers. The agency fee granted by the publisher may not be passed on to the customer in whole or in part.

Paragraph 23: The European Commission provides a platform for out-of-court online settlement of disputes (the so-called OS platform) under <http://ec.europa.eu/consumers/odr/>. We are neither willing nor obliged to participate in a dispute resolution procedure before a consumer arbitration board.

Paragraph 24: Place of performance and jurisdiction is the registered office of the publisher. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants is determined by their place of residence. If the domicile or habitual abode of the client is unknown at the time the lawsuit is filed, or if the client has moved his domicile or habitual abode out of the scope of application of the law after conclusion of the contract, the place of jurisdiction is agreed to be the registered office of the publisher.

Paragraph 25: In the event of partial or total invalidity of any provision, the validity of the remaining provisions will remain unaffected.

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