

The screenshot displays the homepage of smart-production.de, a portal for smart production solutions. The header includes logos for etz, open automation, and DIGITAL FACTORY. The main navigation bar contains links for Fachmedien, Bücher, Weiterbildung, Newsletter, and Specials. A prominent article titled 'Einfach machen' features a VARIO X CONNECTED FUTURE device. Below this, there are sections for 'Top-Themen Visual Fairs & Events', 'Industrie 4.0 | openautomation Benchmark', and 'News / Unternehmen & Branchen' with a sub-article 'KEB Automation und HIM Project kooperieren'. A sidebar on the left promotes 'Mit uns kommt die Zukunft.' and includes social media icons. A right sidebar advertises 'STROMLEITUNGEN-ABGRENZUNG FÜR EEG-EIGEN-ERZEUGUNG' and 'MODULARES ENERGIEMESSGERÄT UMG 96-PA-MID+'. A detailed article preview for 'Microsite zum Thema Industrie 4.0' is shown, featuring a 213 award graphic and text about the 2021 Industrie 4.0 Innovation Award and a seminar series.

## The Web Portal for Smart Production Solutions

www.smart-production.de



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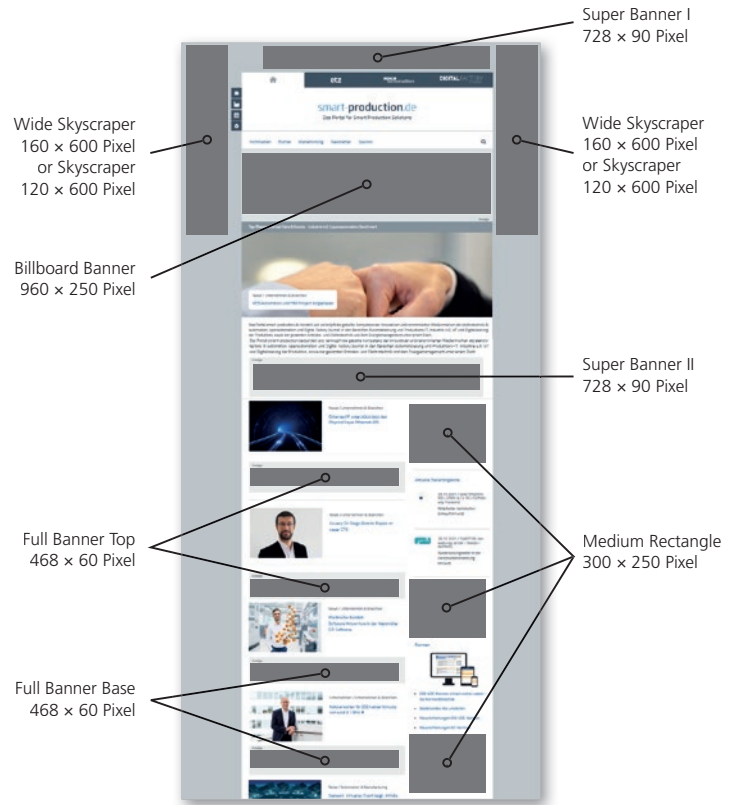
**Short Summary:** The web portal smart-production.de is pooling and combining the accumulated expertise of the innovative and reknown media brands etz elektrotechnik & automation, openautomation, and Digital Factory Journal in the fields of automatisisation and production IT, Industrie 4.0, IoT and digitization of the production as well as the whole drive technology, electrical engineering and energy management in a consolidated manner.

**Target Group:** The portal focuses on professionals, users, and planners as well as the technical management and the decision makers in automation and digitization.

Advertising Sizes and Prices – Start Page

Format/Placement <small>Placed solely on startpage of smart-production.de</small>	Width x High <small>in Pixel</small>	Prices <small>per Month</small>
Ad Layer	as per agreement	€ 2,365
Billboard Banner	960 x 250 (mobiles: 320 x 50)	€ 1,630
Wallpaper (Super Banner + Wide Skyscraper)	728 x 90 (mobiles: 320 x 50) + 160 x 600	€ 1,365
Super Banner I und II	728 x 90 (mobiles: 320 x 50)	€ 650
Wide Skyscraper (left/right)	160 x 600 (mobiles: 320 x 50)	€ 740
Skyscraper (left/right)	120 x 600 (mobiles: 320 x 50)	€ 630
Full Banner Top	468 x 60	€ 475
Full Banner Base	468 x 60	€ 420
Medium Rectangle	300 x 250	€ 600
Advertorial (term: unlimited)		€ 1,980
Job Advertisements „Premium Jobs“ (term: 2 months)		€ 1,000

The Banners (with the exception of Fullbanner Base) are placed exclusively without rotation! On smart-production.de you can place, besides common ad formats, most of the ad formats of the "Universal Ad Package". Ad Layers are designed in consent with the publisher. By appropriate click buttons they don't interfere with the user experience when reading the web site.

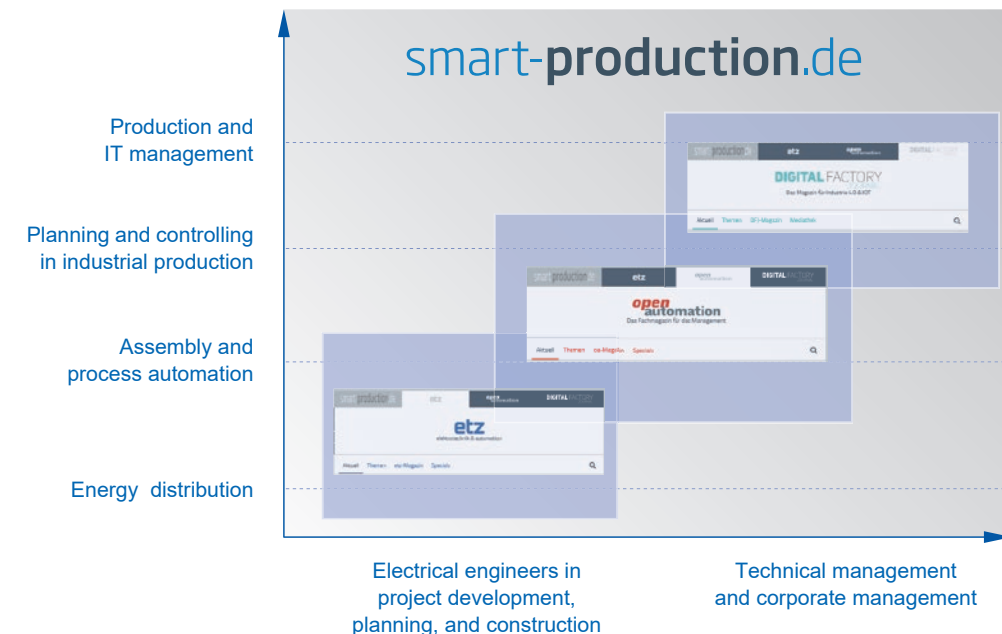


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Complete Coverage of Automation and Electrical Engineering

With the individual channels etz, openautomation and Digital Factory Journal you will address the whole bandwidth of electrical engineers, technical and corporate management.

We like to advise you individually on your product or image campaign or we will make in the course of an image campaign– running on all channels– an attractive complete offer. We are looking forward to your enquiry!



Metrics

smart-production.de per year\*:

Homepage:

Visitors: 10.388  
Page Impressions: 17.639

Channel etz elektrotechnik & automation:

Visitors: 71.995  
Page Impressions: 151.790

Channel openautomation:

Visitors: 46.175  
Page Impressions: 85.019

Channel Digital Factory:

Visitors: 20.117  
Page Impressions: 41.815

\* Source: eTracker (10/2020–09/2021)

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**File Formats:** GIF, JPG, HTML5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file

**Delivery Address:** Please send your advertising material/files for your campaign to the following address:  
[anzeigen@vde-verlag.de](mailto:anzeigen@vde-verlag.de)

**Delivery Deadline:** 7 days before start of campaign

With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

Please provide the following data on delivery:

- customer name
- campaign name
- contact for questions/check back
- Target-URL/Click-URL
- Alt-Text/Title-Text (optional)

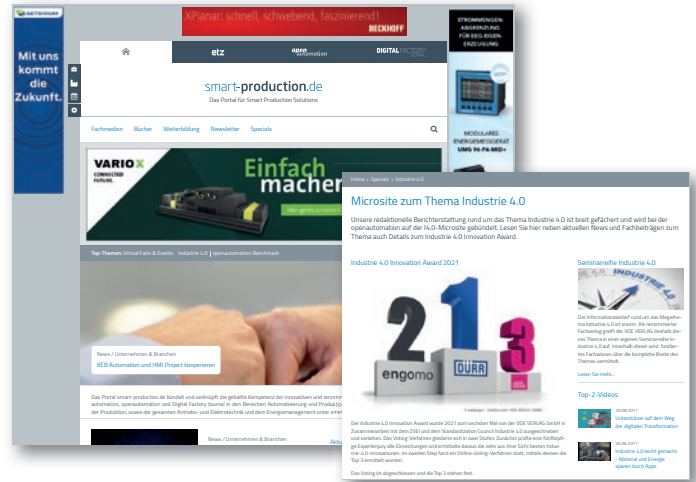
Reporting: You can request an evaluation of ad impressions and ad clicks.

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# General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

## 1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

## 2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

## 3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

## 4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.
- 4.5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

## 5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights to the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

## 6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the website(s) on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.

6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligence violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.

6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

## 7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

## 8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

## 9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

## 10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

## 11. Cancellation of Online Advertising

- 11.1. Online advertising which has been ordered can be cancelled before the agreed date of first broadcast. Cancellation must be made in writing.
- 11.2. Cancellations received more than 8 weeks before the date of first broadcast are free of charge. Otherwise, the Publisher is entitled to invoice cancellation fees as follows:
  - cancellation between 8 weeks and 4 weeks plus 1 day before first broadcast: 50 % of the net order value,
  - cancellation between 4 weeks and 1 week plus 1 day before first broadcast: 75 % of the net order value,
  - cancellation 1 week or less before first broadcast: 100 % of the net order value.

## 12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

## 13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

## 14. Payment Default

14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.

14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

## 15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

## 16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

## 17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

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Subject to changes of prices and errors.  
The General Terms of Business of VDE VERLAG GMBH apply.

[www.vde-verlag.de](http://www.vde-verlag.de)

