

## General Terms and Conditions

### 1. Application

These rates are binding for all insertion orders insofar as no other written agreements have been made.

### 2. Advertisement publication

The publishing house reserves the right to reject advertisements. The client assumes full responsibility for the contents of the advertisement. Should the publishing house be held liable by a third party, the client is obligated to release the publishing house from all claims and costs.

### 3. Advertisement ordering, modification and suspension

Orders must be submitted to the publishing house in written form. Modifications and suspensions may be made up to thirty (30) days prior to the advertising deadline at no charge. Expenses for materials already processed will be charged. No responsibility can be assumed for scheduling provided via telephone. The publishing house can assume no liability for orders that do not appear as agreed due to force majeure. The right to deferment remains fundamentally reserved.

### 4. Placement

Placement requests will be considered wherever possible, but are not binding. Placement specifications are subject to a surcharge (+10%).

### 5. Design

Advertisements must be distinguishable from editorial content. The publishing house reserves the right to include the term "advertisement" where necessary. The magazine logo and name may only be used with written consent from the publishing house.

### 6. Copy material

Rates apply to the delivery of technically correct and complete data, including PDF, proof or colour printout. The client shall be charged separately for additional expenditure for incomplete or incorrect data deliveries, incorrect resolutions and author corrections as well as expenditure for the design of entire advertisements.

### 7. Printing errors, erroneous data

Printing errors which do not misrepresent the meaning of the advertisement do not constitute the right to reductions in price. No liability can be assumed for advertisements that do not appear correctly due to unsuitable printing material or graphics. Claims to reimbursement or reductions in price may only then be asserted if the advertisement loses its advertising effect due to serious technical reproduction errors (with the exception of colour variations or misregisters due to technical reasons).

### 8. Print approval

No print approval shall be granted for standard advertisements commissioned via the Internet. Press PDF proofs (by agreement) will be provided upon request insofar as copy materials are available on schedule. The client is responsible for corrections. Should a proof not be returned in due time, printing approval shall be considered granted.

### 9. Intellectual property

The client shall recognize the publishing house's copyright for advertisements designed by the publishing house. The client shall be permitted use thereof insofar as all contractual obligations are fulfilled. Unauthorized manipulation and utilization of advertisements printed or added to online services by third parties is forbidden and prohibited by advertisers. The party shall grant the publishing house the right to proceed using the appropriate means.

### 10. Payment terms

Ten (10) days upon receipt of invoice without deductions. Advertisement invoices are issued after each issue appears unless otherwise agreed. Rebate payments and commissions are void in cases of foreclosure, abatement or insolvency.

### 11. Sample copy delivery

The client shall receive a minimum of one (1) sample copy.

### 12. Reclamations

Reclamations will be accepted up to ten (10) days after the advertisement appears and must be addressed to the publishing house.

### 13. Online services

The client shall allow the publishing house to add advertisements to its own or third party online services, to publish them in another form and to edit them for that purpose.

### 14. Premature contract termination

Should an issue cease to be published during the contract duration, the publishing house may withdraw from the contract without reimbursement obligations. This does not release the client from payment for published advertisements.

### 15. All prices quoted are exclusive of statutory VAT.

### 16. Exclusive place of jurisdiction is Uster, Switzerland.

#### Kontakt

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