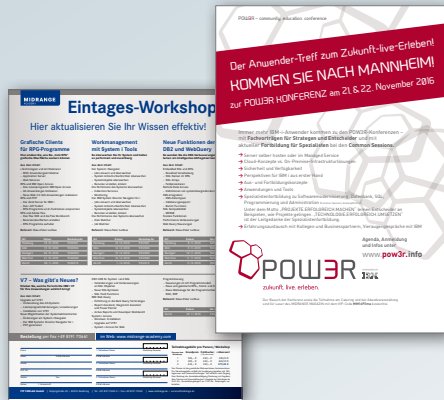


Professional Journals
Special Editions
Online-Newsletter
Electronic Media
Webcast
Direct-Marketing
Whitepaper Download
Events
POW3R event
MIDRANGE KONGRESS
www.midrange.de



Knowledge – top up to date!



Events



Professional Journals & Specials



Digital Media



Publishing House	4
MIDRANGE MAGAZIN – Summary	5
Analysis of circulation and spreading, reader structure	6
Advertising rates and formats	7
Format examples	8
Pricing table for MIDRANGE MAGAZIN	9
Inserts, bound inserts, postcards	10
Specialized advertising	11
Distribution- and Editorial Calendar	12
Online Advertising	
Website	14
+++ Monday Morning Ticker +++	15
E-Mail Blast, Webcast / Webinar Whitepaper	16
Midrange Solution Finder	17
POW3R Event, MIDRANGE KONGRESS	18
Terms and conditions	19

Company:	ITP VERLAG GmbH Office Center Kaufering Westendstraße 34 86916 Kaufering Germany	Year of foundation:	1990
Telephone:	Publishing House +49 8191 9649-0 Editing +49 8191 9649-26	Owner:	Ulf E. Jäkel
Fax:	Publishing House +49 8191 70661	Managing Director:	Klaus-Dieter Jäggle
E-Mail:	Publishing House: service@midrange.de Editing: redaktion@midrange.de	Marketing:	Klaus-Dieter Jäggle dieter.jaegle@itp-verlag.de
Internet:	www.midrange.de	Bank Account:	VR-Bank Landsberg-Ammersee eG Account no.: 5 137 500 Bank Code: 700 916 00 IBAN: DE 10 7009 1600 0005 1375 00 BIC: GENODEF1DSS
Payment conditions:	Payment is due 7 days after receipt of invoice. 2 % discount upon immediate payment. All prices are net, no legal value added tax is included.		Bank account Switzerland: PostFinance 40/476215/5
Right to cancellation:	For each advertising deadline.		Tax Number: 125/118/00909 USt.-Id.-Nr.: DE 128670482 HRB AG Augsburg: 11586 customs: 5925827
General Terms of ITP Verlag GmbH	The terms and conditions can be viewed at www.itp-verlag.de/agb and obtained from the publisher.		

Summary

MIDRANGE MAGAZIN is the leading German language midrange publication for IT knowledge and IT solutions, especially System i, Power-systems in enterprise networks. It reports application-oriented on all substantial topics and products concerning these systems.

MIDRANGE MAGAZIN is read by managers and decision makers (IT managers, programmers, SW developers) in companies of all sizes in various lines of business.

MIDRANGE MAGAZIN informs about all important hardware and software products and services of midrange systems, shows exemplary applications, points out trends and publishes market reviews. eBusiness solutions is a main topic in all reports.

Thus **MIDRANGE MAGAZIN** is the comprehensive information medium in a constantly changing Midrange Market. It is an important basis for investment decisions.

MIDRANGE MAGAZIN is completely full-coloured and published monthly.

MIDRANGE MAGAZIN has a comparatively high circulation of subscriptions. Therefore it has an excellent value of reader sheet connection.

Organ

Independent professional journal.

**Published in
Publisher**

Kaufering
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Publication Frequency:

12 issues per annum

Subscription Price:

per annum: € 149,-
foreign countries: € 169,-

Circulation Analysis

Print edition	6,208 copies
Circulation	6,057 copies
Subscriptions	272 copies
Copies sold	38 copies
Total edition sold	310 copies
Free pieces	5,747 copies
Remainder/archive copies	151 copies

Analysis of Geographical Dissemination

Germany

Schleswig Holstein	1,98 %	Bayern	18,56 %
Hamburg	2,80 %	Saarland	0,93 %
Niedersachsen	5,10 %	Berlin	2,94 %
Bremen	0,65 %	Brandenburg	1,23 %
Nordrhein-Westfalen	16,93 %	Mecklenburg-Vorpommern	0,67 %
Hessen	7,78 %	Sachsen	2,42 %
Rheinland-Pfalz	3,14 %	Sachsen-Anhalt	1,05 %
Baden-Württemberg	15,04 %	Thüringen	1,24 %

Austria	8,76 %	Switzerland	8,76 %
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Reader Structure

Industries

Industry	29 %	Authorities	4 %
Service	27 %	Management Consultancy	3 %
Trade	22 %	Banks/Insurances	3 %
Software/System house	10 %	Others	2 %

Number of employees in companies

1 - 10 employees	14 %	101 - 500 employees	21 %
11 - 50 employees	27 %	501 employees and more	12 %
51 - 100 employees	14 %		

average employees 89,9

MIDRANGE MAGAZINE electronic

After the print edition is published all articles will be published on www.midrange.de too. In addition, each issue is published in electronic form as a „Flippingbook“ on www.midrange.de. Specials will also be sent by e-mail in PDF format to the selected target groups.

Basic Prices for Advertisements in Type Area Format

Coloured Advertisements

Coloured Advertisements: 1/1 page € 4,750.-

Special colours:

Covers: Inside back: 10% addition to basic price
 Inside front + back: 20% addition to basic price

Discounts:	3 ads	3%	3 pages	6%
	6 ads	6%	6 pages	12%
	12 ads	12%	12 pages	18%

The mentioned discounts off the basic rates only apply if ads are booked within 12 consecutive issues. Sliding scale discounts are not transferable to other publications of ITP VERLAG GmbH.

Job Advertisements: each column and mm € 2.60 (b/w)
 colour (4c) € 3.40
 (minimum 30 mm height)
 not discountable, includes advert on
www.midrange-jobs.de for one month

Type Area: 172 mm w × 231 mm h

Booklet Format: 210 mm w × 280 mm h

Printing Process: rolling or bending offset

Coverage: moving pass attaching

MIDRANGE MAGAZIN is produced completely filmless. Therefore we need data as artwork.

Data Formats:

- PDF files: produce your pdf-files with Acrobat Distiller, adjusted “pressoptimized” or print preliminary phase from Version 6.0 with PDF X/3.
- Open Quark X-Press or InDesign-files: Add to these data your pictures and types.
- Data from graphic-programs like Illustrator, Freehand, CorelDraw: Change text into paths (Freehand and Illustrator) and export your data as EPS (in CorelDraw while EPS-export option “types and curves”). Before printing you receive proof (PDF-data)

Design of Ads:

Your ad can also be designed by ITP VERLAG GmbH (prime cost price). Please E-Mail text and other elements or provide on disk. Acceptable image formats are TIFF, GIF, JPEG, BMP or EPS. Please ensure that image is 300 dpi and has been converted to CMYK.

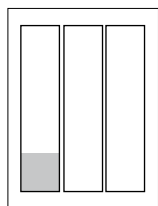
Address for Artwork, Proofs, CD's:

ITP VERLAG GmbH, Office Center Kaufering, Westendstraße 34, 86916 Kaufering

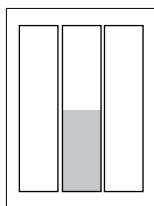
Data Transfer:

Popp Medien, Phone +49 821 5675111
 via Web-Upload www.poppmedien.de/upload

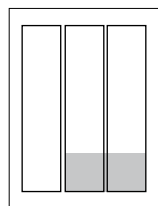
Please mark your data with name of customer and number of issue.



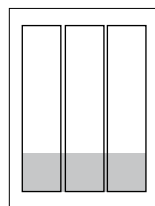
1/12
(54 × 54 mm)
colour € 450.-



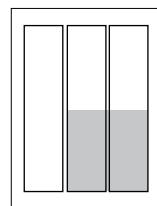
1/6 vert.
(54 × 113 mm)
colour € 800.-



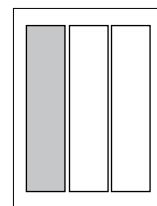
1/6 horiz.
(113 × 54 mm)
colour € 800.-



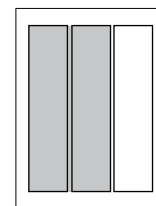
1/4 horiz.
(172 × 54 mm)
colour € 1,460.-



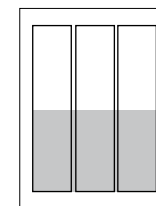
1/3 2 columns
(113 × 113 mm)
colour € 1,880.-



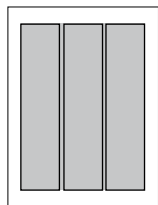
1/3 vert.
(54 × 231 mm)
colour € 1,880.-



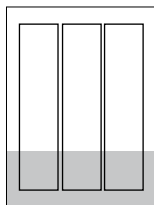
2/3 vert.
(113 × 231 mm)
colour € 3,360.-



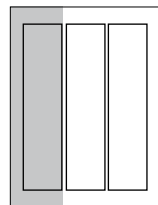
1/2 horiz.
(172 × 113 mm)
colour € 2,620.-



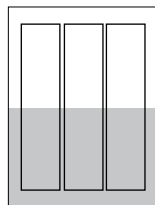
1/1
(172 × 231 mm)
colour € 4,750.-



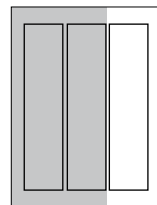
1/4 horiz.
(210 × 73 mm)*
colour € 1,460.-



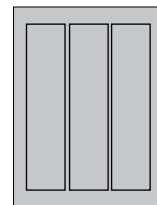
1/3 vert.
(73 × 280 mm)*
colour € 1,880.-



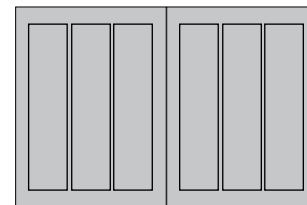
1/2 horiz.
(210 × 132 mm)*
colour € 2,620.-



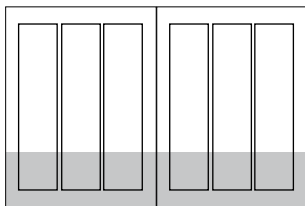
2/3 vert.
(132 × 280 mm)*
colour € 3,360.-



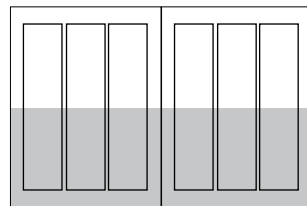
1/1 m. A.
(210 × 280 mm)*
colour € 4,750.-



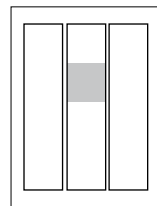
2 × 1/1 ü. Bund m. A.
(420 × 280 mm)*
colour € 9,500.-



2 × 1/3
(420 × 93 mm)*
colour € 3,760.-



2 × 1/2
(420 × 132 mm)*
colour € 5,240.-



Surrounded by 4 sides of text
(54 × 54 mm)
colour € 690.-

Special formats or combinations Upon request

Advertorial

Size 1/1 Page ca. 3000 characters incl. image and logo
Prices on request: michaela.koller@midrange.de

*) plus 3 mm trim at the outer edges

All prices in €			Sliding scale discounts ordering:			Sliding scale discounts ordering:		
Format-definition	Sizes in mm	Basic price	3 ads	6 ads	12 ads	3 pages	6 pages	12 pages
	w x h	4-colour	4-colour	4-colour	4-colour	4-colour	4-colour	4-colour
Discounts			3%	6%	12%	6%	12%	18%
Type Area Formats								
1/12	54 x 54	€ 450	€ 437	€ 423	€ 396	€ 423	€ 396	€ 369
1/6 vert.	54 x 113	€ 800	€ 776	€ 752	€ 704	€ 752	€ 704	€ 656
1/6 horiz.	113 x 54	€ 800	€ 776	€ 752	€ 704	€ 752	€ 704	€ 656
1/4 horiz.	172 x 54	€ 1460	€ 1416	€ 1372	€ 1285	€ 1372	€ 1285	€ 1197
1/3 horiz.	172 x 73	€ 1880	€ 1824	€ 1767	€ 1654	€ 1767	€ 1654	€ 1542
1/3 2-columns	113 x 113	€ 1880	€ 1824	€ 1767	€ 1654	€ 1767	€ 1654	€ 1542
1/3 vert.	54 x 231	€ 1880	€ 1824	€ 1767	€ 1654	€ 1767	€ 1654	€ 1541
1/2 horiz.	172 x 113	€ 2620	€ 2541	€ 2463	€ 2306	€ 2463	€ 2306	€ 2148
2/3 vert.	113 x 231	€ 3360	€ 3259	€ 3158	€ 2957	€ 3158	€ 2957	€ 2755
1/1	172 x 231	€ 4750	€ 4608	€ 4465	€ 4180	€ 4465	€ 4180	€ 3895
Formats incl. trim								
1/4 horiz.	210 x 73	€ 1460	€ 1416	€ 1372	€ 1285	€ 1372	€ 1285	€ 1197
1/3 horiz.	210 x 93	€ 1880	€ 1824	€ 1767	€ 1654	€ 1767	€ 1654	€ 1542
1/3 vert.	73 x 280	€ 1880	€ 1824	€ 1767	€ 1654	€ 1767	€ 1654	€ 1542
1/2 horiz.	210 x 132	€ 2620	€ 2541	€ 2463	€ 2306	€ 2463	€ 2306	€ 2148
2/3 vert.	132 x 280	€ 3360	€ 3259	€ 3158	€ 2957	€ 3158	€ 2957	€ 2755
1/1	210 x 280	€ 4750	€ 4608	€ 4465	€ 4180	€ 4465	€ 4180	€ 3895
Double Page Spread								
2 x 1/3 horiz.	420 x 93	€ 3760	€ 3647	€ 3534	€ 3661	€ 3534	€ 3910	€ 3411
2 x 1/2 horiz.	420 x 132	€ 5240	€ 5093	€ 4935	€ 4620	€ 4935	€ 4620	€ 4305
2/1	420 x 280	€ 9500	€ 9215	€ 8930	€ 8360	€ 8930	€ 8360	€ 7790
Special Placements – Ads surrounded by 4 sides of editorials								
1/12	54 x 54	€ 690	€ 669	€ 649	€ 607	€ 649	€ 607	€ 566
1/6 vert.	54 x 113	€ 1090	€ 1057	€ 1025	€ 959	€ 1025	€ 959	€ 894

Inserts

Inserts are loosely inserted prints. Inserts may only contain offers of the advertiser and must have a different layout than regular articles of **MIDRANGE MAGAZIN**.

Circulation:	You can select to zip codes in Germany. Minimum 2,000 pieces. Please ask your sales representative for further information.
Specified Regional Advertising:	Selected postal code districts (add. 20% premium charge).
Price:	‰ € 205.- / 25g/copy
Discounts:	please look up discounts for full pages (page 9)
Format:	max. 205 mm × 275 mm (one side closed)
Weight:	max. 25 g/copy

Bound Insert

Bound inserts are connected firmly with the magazine. Bound inserts may only contain offers from the advertiser and must have a different layout than regular articles of **MIDRANGE MAGAZIN**. Regional advertising is not possible.

Price:	2-paged € 2,340.- (glued in)
	4-paged € 4,100.- (folded middle insert)
	6-paged € 6,660.- (folded middle insert)
	8-paged € 8,710.- (folded middle insert)
	Other supplements upon request.
Format:	290 mm × 440 mm (open format).
Margin:	
	Top: 5 mm Bottom: 5 mm
	Left: 5 mm Right: 15 mm

Attached Postcards/CD-ROMs

Must be placed at the beginning of the end of a printed sheet in connection with at least a half-page-advertisement, distance from middle crease at least 5 cm.

Circulation:	Please ask your sales representative.	
Postcard:	machine attached	‰ € 100.-
Postcard:	machine attached incl. handling	‰ € 125.-
CD-Rom:	machine attached	on request

Note: Attached postcards/CD's are not subject to discount.
Ad is discountable (page 9)

Middle Inserts and Bound Insert Postcards: upon request

Article Reprints

Quality Editorial Reproduced For Your Use

Article reprints present unbiased information about your products and services to your target audience. They carry a higher level of credibility, because they are published from **MIDRANGE MAGAZIN**.

Appearance: Front page of **MIDRANGE MAGAZIN** (issue of published article) plus your company name and logo. Your article follows on next page(s). It can include your company's advertising.

Format: 210 × 280 mm, full coloured

Paper/Weight: 150g/m²

Price:	circulation	2-paged	4-paged
	1000 copies	€ 940.-	€ 1,020.-
	2000 copies	€ 1,140.-	€ 1,390.-
	3000 copies	€ 1,350.-	€ 1,660.-
	5000 copies	€ 1,830.-	€ 2,320.-

Reprint as pdf.file € 250,- each side

Experttalk: The editor asks the experts short questions on the relevant topic. Short statements are prepared from the answers, which on the one hand define the use of technology as well as environmental parameters for professional fields of application.

Banderole

On the cover, half of the bottom a encircling banderole may be placed.

Format: max. 460 × 50 mm (W × H)
(+ 5 mm bleed on right and bottom side)

Price: € 4,900.-

Circulation: Total circulation

Paper: 100 g/m², white glossy print images

Direct-Mail-Service







With about 40,000 personal contacts **MIDRANGE MAGAZIN** offers the largest and top up-to-date working database of decision makers in Germany, Switzerland and Austria. A wide variety of geographic, demographic and equipment selections are also available.




Our Service: Selection, preparation of addresses, printing your text on your stationary, enveloping and mailing (postage-optimized)

Price (+Postage):

more than 25000 addresses	€ 0.80
more than 20000 addresses	€ 0.85
more than 15000 addresses	€ 0.95
more than 10000 addresses	€ 1.05
more than 5000 addresses	€ 1.15
more than 2500 addresses	€ 1.30

Dates: upon request

Issue	Date of Publ.	Advertising closing Date	Printing material	Editorial closing date	Major topics	Market survey	Expert Talk	Specials/Exhibitions
1	18.12.2018	20.11.2018	23.11.2018	9.11.2018	<ul style="list-style-type: none"> SAP Solutions VR: Trends in eCommerce 	IT Outsourcing (SaaS, MSPs)	ECM Solutions	LogiMAT 2019: 21.-22.2.2019 
2	22.1.2019	25.12.2018	28.12.2018	14.12.2018	<ul style="list-style-type: none"> Output Management / Archive Solutions VR: Strategies for Software Development <p>Special: Cloud Integration</p>	Workflow and Business Process Management	CRM Solutions	Hannover Messe Industrie: 1.-5.4.2019 
3	19.2.2019	22.1.2019	25.1.2019	11.1.2019	<ul style="list-style-type: none"> HA / Security VR: IT Financing: Lease or Buy <p>Special: MIDRANGE KONGRESS</p>	Case Studies: ERP Solutions	HR Solutions	MIDRANGE KONGRESS Dortmund: 12.-13.3.2019 
4	19.3.2019	19.2.2019	22.2.2019	8.2.2019	<ul style="list-style-type: none"> Managed Services VR: Concepts for Unified Messaging and Collaboration <p>Special: Why Migration to Power9?</p>	DMS/ECM	Software for Trading Industries	
5	23.4.2019	26.3.2019	29.3.2019	15.3.2019	<ul style="list-style-type: none"> Finance, Cost Accounting, Controlling VR: Trends of Digitalization 	Tools for Software Development	ECM Solutions	MIDRANGE KONGRESS Zurich: 14.-15.5.2019 
6	21.5.2019	23.4.2019	26.4.2019	12.4.2019	<ul style="list-style-type: none"> Data Exchange: XML, EDI, RFID... VR: HA and IT Security <p>Special: SAP HANA</p>	Mobile Apps	Unified Messaging	COMMON CEC Berlin: 16.-19.6.2019 26. Aachener ERP Tage: (im Juni)  CeBIT: 24.-28.6.2019 

Issue	Date of Publ.	Advertising closing Date	Printing material	Editorial closing date	Major topics	Market survey	Expert Talk	Specials/Exhibitions
7	18.6.2019	21.5.2019	24.5.2019	10.5.2019	<ul style="list-style-type: none"> Document Management VR: Why is IBM i the perfect IT platform for medium-sized business? 	Merchandise Management, Warehousing, Logistic	BI	
8	23.7.2019	25.6.2019	28.6.2019	14.6.2019	<ul style="list-style-type: none"> Workplace of the Future VR: IoT Integration in ERP 	CRM	HA	
Special: Software Modernizing								
9	20.8.2019	23.7.2019	26.7.2019	12.7.2019	<ul style="list-style-type: none"> Unified Communications & Collaboration VR: How are AI applications suitable for medium-sized businesses? 	Finance, Cost Accounting, Controlling	Power Linux	
10	17.9.2019	20.8.2019	23.8.2019	9.8.2019	<ul style="list-style-type: none"> SAP Solutions VR: Alternate procurement concepts for IT 	HA & Security	System Integration	DSAG: 17.-19.9.2019  MIDRANGE KONGRESS Vienna: 24.-25.9.2019 
Special: ERP for IoT-applications								
11	22.10.2019	24.9.2019	27.9.2019	13.9.2019	<ul style="list-style-type: none"> Strategies for Software Modernizing VR: Managed Service Providing 	PPS and SCM	Security	POW3R MANNHEIM: 13.-14.11.2019 
Special: Pow3r								
12	19.11.2019	22.10.2019	25.10.2019	11.10.2019	<ul style="list-style-type: none"> Human Resources VR: Digitization of documents and processes 	Power-Linus Specialists	Finance	
Special: Industry 4.0								
1 2020	23.12.2019	26.11.2019	29.11.2019	15.11.2019	<ul style="list-style-type: none"> KI VR: Develop, Modernize or Buy Applications? 	IT Service Provider	SAP	

VR: Virtual Round Table

Web Site www.midrange.de

Brief Characteristics:

Since August 2017 the website **MIDRANGE MAGAZIN** is completely new „on Air“. The site is clearly arranged and well navigable. In section „Aktuell“ there are primary new posts from our online Newsletter „Monday Morning Ticker“. The posts are upgraded with ornamental or information graphics. The permanently placed super banner at the top centre is leaping into eye. At all another places the banner will be shown rolling. The side generated at first month 2768 visitors and 9962 page impressions. The banner advertisement achieved in this month average 66 clicks.

Superbanner 728 × 90 Pixel € 510,-
Fixed placement on the homepage

Medium Rectangle 300 × 250 Pixel € 410,-
Rolling placement within the homepage
Changing representation on the column pages (right)

Rectangle 180 × 150 Pixel € 310,-
Rolling placement within the homepage
Changing representation on the column pages (right)

The screenshot shows the homepage of the MIDRANGE MAGAZIN website. The layout includes a top navigation bar, a main content area with a 'Superbanner' at the top center, and a right sidebar with 'Medium Rectangle' and 'Rectangle' placements. The main content area features a 'AKTUELL' section with several news items, and a 'POWER' section at the bottom. The right sidebar contains a 'MIDRANGE MAGAZIN LEBEN' section with a photo of a man and a 'MONDAY MORNING TICKER' section at the bottom.

+++ Monday Morning Ticker+++

Summary:

+++ Monday Morning Ticker +++ is a fast E-Mail information service for IBM Power/Systems i. The readers receive the most important news of the previous week. This newsletter is distributed weekly and free of charge. The editorial news are limited to 3 lines and a maximum of 3 pages (higher acceptance by reader), therefore +++ Monday Morning Ticker +++ can be consumed very fast. If readers want to know more about the topic, one click is enough to get to the long-text-version which is stored on our web site www.midrange.de. Ads and editorials are published in fluent text. This increases readiness for reading. One click on an advertisement – and the reader “falls” right into the linked site without roundabout route. The number of ads in any one issue is limited.

Distribution Date: every Monday morning (50 issues p.a.)

Deadline for Ads: every Thursday before distribution day, 12 o'clock

Circulation: appr. 20.300,
Switzerland 1,522, Austria 1,638

Pricing: € 590.– per ad

Pricelist (P.A.):		Frequency	Euro	Frequency	Euro
		3	540.–	15	360.–
		6	460.–	18	340.–
		9	410.–	25	310.–
		12	380.–	50	260.–

Artwork: Maximum of 6 lines (70 words) incl. URL
(please send your.doc files to: anzeigen@midrange.de).
Please declare links separately.

Link: Price includes two different links per ad.

Special Placements/Format:

„Sponsored by“:	Top line, centered
Frequency:	25 issues biweekly (one year)
Price:	€ 8,000.– (complete billing after edition of first ad)
Format:	638 × 110 pixel, 72 dpi
Special Placement:	Right margin max. 4 ads, 25 issues, biweekly
Price:	€ 7,000.– (complete billing after edition of first ad)
Format:	160 × 100 pixel, 72 dpi

Changing the artwork is for one time free of charge. For further changes we charge our own costs.



Special Placement

Webinar

Webinars are outstanding presentation tools for products and solutions. It's an interactive information service via internet. Response via chat or speech is possible. Perfect to earn direct leads.

Fulfilment

We are responsible for the complete fulfilment. Our editors invite the selected target group and they could be host/moderator of your event. We prepare the audience administration and the reporting. You will receive the link for your own webcast-film to put on your homepage.

Target group selection

- regional criteria (country and ZIP code)
- branch of industry
- company size
- job function

Documentation

We provide the list of the registrants/ audience and the record of the webcast.

Dates and rates

upon request



E-Mailing/E-Mail Blast

E-Mail marketing response is strong and therefore ideal for lead generation, for event invitations, EDU marketing campaigns, customer acquisition...

Characteristics:

Personalized E-mailing to selected recipients

Format

Plain text or HTML

Address base

Germany: approx. 86.000
Austria: approx. 4.600
Switzerland: approx. 4.300

Target group selection

- regional criteria (country and ZIP code)
- branch of industry
- company size
- job function

Fulfilment

After electronically transmission of data, ITP VERLAG GmbH takes over the entire fulfilment.

Documentation

After the mailing we provide an evaluation of openings.

Dates and rates

upon request



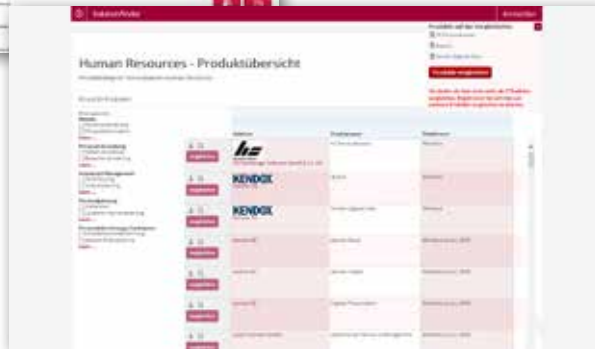
Whitepaper Service

We host your whitepaper service and provide you with qualified leads from the downloads.

Prices and availability on request

Midrange Solution Finder

Midrange Solution Finder offers nearly 4,000 solutions from 900 providers and is increasing constantly. This portal gives guidance on product selection. It is conveniently structured and divided into categories. Users can set filters for their search. Out of the results a comparative overview of up to 5 products can be displayed.



Premium Package

Product entries are generally free of charge. With the premium package, your entries will stand out. They always appear together with the logo at the beginning of the selected overview. Furthermore you can enhance your company profile graphically and content-wise in comparison to the standard version. Price 398 € net per year

MIDRANGE EVENTS

POW3R – The conference and expo for it Strategies, -solutions and -education for users of IBM Power System i



The congress is hosted by MIDRANGE MAGAZIN and the user community COMMON e.V. and is actively supported by **IBM**. The big business partner exhibition offers first-class opportunity to get in touch with users and responsible persons, and to present own solutions. The congress program offers technology and product presentations of the sponsors with more strategic orientation and Common Education is the perfect training for specialists

MIDRANGE CONGRESSES – The conferences and expo for it-strategies, -solutions and -education for users of the IBM i Power System i in DACH.



The congresses are organized by MIDRANGE MAGAZIN. The integrated business partner exhibitions offer a first-class opportunity to meet users and responsible persons in a most pleasant atmosphere. Sponsors/exhibitors will present advance technologies and innovative solutions at the congress program. In the education section specialists can perfect update their knowledge and get to know innovative tools and methods.

Information: www.pow3r.info
www.midrange-kongress.de

Schedules: POWER in Mannheim

13./14. November 2019

MIDRANGE KONGRESS in Dortmund 12./13. March 2019

MIDRANGE KONGRESS in Zurich 14./15. May 2019

MIDRANGE KONGRESS in Vienna 24./25. September 2019

Thematic focus:

Both events will inform users of IBM i about current Technologies, strategies and methods. IBM as an innovation driver in the market will clearly demonstrate the future orientation of the platform in their presentations. POW3R deals thematically with all aspects of professional IT, such as business solutions and alternative purchase models for IT and solutions. The modernization of applications with all its facets takes up space - from the code analysis to the user interface and the application integration. But the conference meets also topics like HA/DR, security or automation. And finally, it is important to exchange experiences, cultivate contacts and make new contacts.



General Contractual Provisions Regarding Advertisements and Printed Inserts

- 1) "Anzeigenauftrag"-Contract for Advertising as applied in the following General Contractual Provisions is a contract for the publication in print form of a single or several advertisements of a commercial nature for the purpose of dissemination.
 - 2) Advertisements in the event of doubt or uncertainty may be recalled within one year subsequent to the entering into the relevant contract. If the provisions of the contract permit the recall of single advertisements, performance is to be completed within one year of the appearance of the first advertisement, provided that the first advertisement is recalled in conformity with paragraph 1 and is published.
 - 3) If performance is not rendered for circumstances within the control of the publisher, the customer, notwithstanding any additional legal obligations, has the right to have the corresponding difference deducted or reimbursed by the publisher. Reimbursement will not apply, when non performance is due to natural disasters affecting the operation of publication.
 - 4) The inclusion of advertisements and printed inserts in specific issues or in specific location(s) of any given issue will occur, if and when the customer has declared that the advertisement or printed insert should appear in particular issues or have particular placement within a given issue, and this has been agreed upon by the publisher in writing.
 - 5) Typeset advertisements (in columns) shall be printed in the respective format in which they are received without the necessity of express agreement.
 - 6) "Textteil-Anzeigen" are advertisements which are bordered on at least three sides by articles and do not border other advertisements.
 - 7) Advertisements which by virtue of their editorial design are not recognizable as advertisements shall be designated as such by the publisher with the word "Anzeige" appearing next to or above them.
 - 8) The publisher reserves the right to refuse publication of advertisements as well as printed inserts, including those within the scope of an existing contract on account of content, origin, or for the sake of maintaining the technical, aesthetics or material principles of the publishing house, when their content upon careful consideration is found to be in violation of the law, administrative decree, or public morality, or that their publication is unacceptable to the publisher. This applies as well to agreements entered into by officers, representatives or other personnel.
 - 9) Contracts concerning printed inserts shall be binding upon the publisher subsequent to his receiving a model of the intended printed insert and his approval. Printed inserts, which due to their format or layout give the reader the impression of being a component of the newspaper or magazine or contain unauthorized advertisements shall not be accepted.
 - 10) The customer is responsible for the timely delivery of the correct text of advertisements and flawless copy of printed inserts and attachments etc. The publisher demands immediate substitution for unsuitable or damaged manuscripts, photographs, copies or drafts etc. submitted. The publisher guarantees customary standards of reproduction quality within the scope of possibility afforded by the material submitted.
- 11) The customer has a claim for a reduction in price or a correct replacement in the event of completely or partially incorrect reproduction of the advertisement, but only to the extent to which it has had a negative effect. If the publisher fails to provide him with a correct replacement advertisement within a reasonable amount of time, the customer has the right to withdraw from the contract. Claims of damages arising from positive breach of contract, debts accrued from contract negotiation and unlawful acts - including those entered into telephonically - are excluded. Claims for damages arising from impossibility of performance and delay are limited to replacement of foreseeable damages and to the respective advertisements or printed insert for remuneration. This does not apply to international and gross negligence of the publisher, or his legal representatives. Liability of the publisher for damages arising from failure of guaranteed characteristics remain unaffected. Moreover, in transactions of a commercial nature the publishing house assumes no liability for the gross negligence of support staff. In the remaining instances liability attributed to business personnel is limited to foreseeable damage up to the amount of the respective remuneration for the advertisement. To be valid, customer complaints must (excepting those of a non apparent nature) be lodged in writing within four weeks following receipt of the invoice.
 - 12) Test copies (proofs) shall only be delivered upon express demand. The customer bears responsibility for the accuracy of the returned test copies. The publisher takes into account all correction of errors, sent to him within the deadline set at the time of transmission.
 - 13) If no specific instructions as to size are given, the type shall be set as is customary for advertisements and invoicing in accordance with the actual size.
 - 14) Should the customer fail to make prepayment, the invoice shall be sent as soon as is feasible, but in any event fourteen days following the advertisement. The invoice is to be paid within the time frame specified on the price list, starting with receipt of bill; unless in the particular instance another payment period of prepayment has been agreed upon. Any discounts for advance payment shall be honoured according to the terms of the price list.
 - 15) Delay or extension of payment will result in the imposition of interest at the amount of 12%, including collection fees. The customer however retains the right of proving substantially lesser damages. When payment is delayed, the publisher may postpone the execution of the current contract and demand advance payment for the remaining advertisements. Upon a reasonable basis for doubting a customer's ability to pay, the publisher is



entitled to insist upon payment in advance and balancing of outstanding invoices as a condition to the appearance of further advertisements notwithstanding any previously agreed upon schedule of payments.

- 16) A drop in circulation may give rise to a claim for a reduction in price in contracts for more than one advertisement, if the sum average of the first advertisement of the beginning year of advertisement of the price list or otherwise stated average circulation, or – if circulation is not stated – the average number of issues sold (as per technical journals if necessary the average number actually disseminated) falls below that of the previous calendar year. A reduction in circulation only allows for a reduction in price, if it amounts to as follows: for circulation up to 16,000 copies of 20 per cent; for circulation up to 25,000 copies of 15 per cent; for a circulation up to 30,000 copies of 10 per cent. In addition, claims for reduction in price contractually entered into are exempt, if the publisher has timely informed the customer of a drop in circulation and was capable of withdrawing from his obligation to place advertisements.
- 17) For serial advertisements the publisher exercises the standard of care of an ordinary business person. Registered and express mail shall be forwarded at normal postal rates. The publisher reserves the right in the interests and for the protection of the client to open incoming offers to eliminate the abuse of serial service and peruse the contents. The publisher is not obliged to forward commercial promotions and/or offers to bid.
- 18) Drafts of advertisements shall be returned to customers only upon specific request. A duty to retain custody of drafts ends three months following the expiration of the contract.
- 19) The mutual place for execution of the contract is the site of the publishing house. For commercial transactions involving business people or legal entities, litigation shall be in the jurisdiction where the publishing house is situated. To the extent the legal claims of the publisher cannot be satisfied through summary proceedings, jurisdiction shall be determined by the domicile of the non-commercial party. If the customer's domicile or usual place of abode, (including non commercial parties) is unknown at the time suit is brought or the customer, subsequent to entering into the contract, has relocated his domicile or usual place of abode, then jurisdiction is herewith agreed to be the place of the publishing house.

Additional Commercial Provisions of the Publisher

- a) The publisher exercises the standard of care customary of the industry in its handling and proofreading of advertisement texts, however does not assume liability if he has been misled by the customer. The submitting party is obliged to bear the costs of publication of

a retraction should the advertisement contain any false assertions of fact and will pay at the going rate.

- b) The customer bears the responsibility for the content and legality of the language and pictorial representations. The customer agrees to release the publisher of any legal claims brought by third parties as a result of execution of the contract even if they are not timely suspended. The publisher is under no responsibility to examine projects and advertisements to determine whether they violate the rights of third parties. The customer has no claims against the publisher for the appearance of advertisements which have not been timely suspended. The customer holds the publisher harmless for all claims arising from copyright infringement.
- c) Cancellation of placed orders must be in writing. When an order is cancelled the publisher may claim payment for performance already rendered.
- d) To avoid the mixing up of private advertisements, commercial advertisements must be plainly and distinctly noted as such. The use of markings is done at the risk of the customer. He releases the publisher of claims brought by third parties, which have arisen out of the use of insufficient markings.
- e) Cases of natural disaster including matters not the fault of the publisher such as labour strikes will release the publisher from obligation to execute the contract and claims for damages.
- f) The publisher reserves the right to set special prices for advertisements in publishing inserts, special printings and composite pages. He further reserves the right to settle faulty accounts (over payments, under payments) within six months of transaction. Advertisements from abroad will proceed without charge for value added tax (VAT) at the legal rate in instances where the German Financial Administration has imposed a duty to pay it.
- g) Advertisements set in columns are invoiced with vouchers by means of electronic data processing as a component of the invoice for advertising. Original copies can only be delivered by computation.
- h) The sales representatives and advertising agencies are obliged to abide by the terms of the publisher's price list in their offers, contracts and invoicing. Fees established by the publisher for sales and advertising agencies may not be passed along to the customer either whole or in part. Advertising contracts from advertising representatives and advertising agencies shall be invoiced to them in their name.
- i) Confidentiality of Documents: Pursuant to para. 26 of the Federal Law Regarding the Confidentiality of Document, the necessary customer and delivery data shall be encoded and preserved by means of electronic data processing.
- j) Markings and design of advertisements are to be timely and mutually agreed upon with the publisher prior to their appearance.