

## GENERAL TERMS OF ADVERTISING

In accordance with Article 2 of the Consumer Protection Act and the requirements of the Market inspectorate of the Republic of Slovenia, all advertisements must be signed with the name and address of the advertiser placing the advertisement for a product or service.

All advertisements published in the IRT3000 and IRT3000 ADRIA magazines (hereinafter: IRT3000 magazine, if not explicitly stated otherwise) must be in Slovenian language (IRT3000 magazine) or Croatian language (IRT3000 ADRIA). In exceptional cases, a minor part of the advertisement may be in a foreign language, if it is of special importance. The advertisement must include the name and the address of the client placing the order.

The basis for publishing an advertisement is a contract or an order with a corresponding specification, in written or electronic form. Upon placing the order, the client must also state all the elements required by the law. In case the client/advertiser wishes to sign a contract, it is going to be drawn in two (2) copies, of which each party receives one copy. The contract shall be put in force on the day of signing by the authorized representatives of both parties.

### Content of articles and advertisements

The content of marketing communications must be in line with the advertising code and applicable legislation. The client/advertiser is responsible for the content of published materials (validity of claims, copyrights, references to persons or institutions etc.). The publisher reserves the right not to publish advertisements that are against the editorial principles of IRT3000 magazine or that do not correspond to these General Terms.

The publisher is obliged to publish the advertisements in IRT3000 magazine in line with these General Terms as agreed upon in the contract or quotation. In case an advertisement is inappropriate for publishing, the publisher reserves the right not to publish it. These General Terms of Advertising will be used to determine whether an advertisement is appropriate or not.

The client may change the size of advertising space in course of the year by means of a written notice. The sizes and pricing for advertising space can be found in IRT3000 magazine Media Kit (the document can be found at [www.irt3000.com](http://www.irt3000.com)). The publisher is

not allowed to change the pricelist/Media Kit in course of the year. Prices valid upon leasing the advertising space will be used.

In case any expenses are incurred upon the publisher as the result of a published material (from a lawsuit, complaint etc.), the client/advertiser shall be obliged to fully compensate the publisher for these costs. The contracting parties shall settle any issues amicably and in the sense of good business practice. If this is not possible, the disputes will be settled before the court in Ljubljana (for IRT3000 magazine) or Zagreb (for IRT3000 ADRIA).

### **Leasing the advertising space**

Upon leasing the advertising space, the client undertakes to realise a certain number of advertisements in standard dimensions in a predefined period. The contractual lease is possible for at least 2 advertisements in the period of one calendar year.

The client/advertiser shall be granted discounts as described in the Media Kit.

If the realised quantity of published advertisements exceeds the amount agreed upon beforehand, the publisher awards the client by granting a higher discount rate for the published advertisements and issuing a credit note. In case the client does not realise the agreed upon quantity of advertisements and therefore slips into a lower discount rate class, the publisher accounts for the difference caused by invoicing the published advertisements at a too high discount rate and charges the client with this difference until the last day of the contractual period.

The client/advertiser can withdraw from the contract/order for leasing the advertising space with a two-month notice period. The termination of contract/order must be delivered in writing.

### **Deadlines for the delivery of materials**

The client undertakes to deliver the materials necessary for publishing the advertisement under the deadlines set by the publisher. In case the client does not deliver the materials or a finished advertisement in time, the editorial board reserves the right to re-publish an old advertisement.

The deadlines for the delivery of materials are available in the Media Kit, on the website [www.irt3000.com](http://www.irt3000.com) and in the table below:

### IRT3000 magazine (Slovenian edition):

Issue No.	Themed sections	Deadline for delivering ads	Planned issue date
73 (January)	●	4 January 2018	31 January 2018
74 (February)	○	2 February 2018	28 February 2018
75 (March)	●	2 March 2018	31 March 2018
76 (April)	○	6 April 2018	30 April 2018
77 (May)	●	4 May 2018	31 May 2018
78 (June)	○	1 June 2018	30 June 2018
79-80 (July-August)	● ○	3 August 2018	31 August 2018
81 (September)	●	7 September 2018	30 September 2018
82 (October)	○	5 October 2018	31 October 2018
83-84 (November-December)	● ○	15 November 2018	17 December 2018

### Themed sections:

- Toolmaking and machine building, non-metals, advanced technologies, news
- Manufacturing and logistics, joining, materials and technologies, maintenance and technical diagnostics, news

### IRT3000 ADRIA (Croatian edition):

Issue No.	Deadline for delivering ads	Planned issue date
42 (March)	5 March 2018	26 March 2018
43 (June)	4 June 2018	25 June 2018
44 (September)	3 September 2018	24 September 2018
45 (December)	26 November 2018	14 December 2018

### Preparing the advertisements

The editorial board will be happy to provide support to clients/advertisers in preparing the advertisements. The design in accordance with the required standards shall be done in agreement with the client and according to the valid pricelist.

## Promotional articles

The content and the form of promotional articles must be aligned with the instructions of the editorial board. The materials, necessary to prepare promotional articles, must be delivered to the editorial board until the agreed deadline. The prices are formed based on an agreement with the editorial board.

## Booking/withdrawal from contract and order

The client must book the advertising space and place the orders in written form. The final deadline for ordering an advertisement (including precise dimensions of advertisement) is 21 days before the publishing date. The order/booking can be cancelled in writing up to 3 days before the deadline for the delivery of materials. If the cancellation is received any later, the publisher shall be entitled to damages amounting to 30 percent of the price of the advertisement. Please see the Media Kit for all deadlines for delivering the advertisements.

## Prices

The pricing for advertising space is determined in the valid pricelists published at [www.irt3000.si](http://www.irt3000.si). The prices are excluding the value-added tax.

IRT3000 magazine is a full-colour A4 format magazine. The advertisements must be prepared in CMYK format and in 300 dpi resolution.

The publisher reserves the right to make special arrangements considering the pricing and advertising terms, different to the ones published herein, to his own discretion and in the following cases: direct compensation agreements, media exchange, cultural events and actions, sponsor activity, social actions, publisher's special and joint projects. The sales terms for advertisements with non-standard dimensions shall be negotiated between the publisher and the client.

## Payment terms

The publisher shall issue the invoice after the IRT3000 magazine is published based on the materials included therein. The client undertakes to pay the invoices for advertisements in the period stated on the invoice. Otherwise, the publisher reserves the right to charge late fees. The normal payment deadline is 8 days for IRT3000 magazine and 14 days for IRT3000 ADRIA.

## **Subscription to IRT3000 – Slovenian edition**

The annual subscription for ten (10) issues of IRT3000 magazine is € 50.00 for the printed edition and € 30.00 for the digital edition. You are granted a 50 % discount for the combined subscription to the printed and digital editions. You will be able to load the digital edition on two devices: computers, tablets or smartphones.

## **Subscription to IRT3000 ADRIA – Croatian edition**

The annual subscription for four (4) issues of IRT3000 ADRIA magazines is € 20.00 (156.00 HRK) for the printed edition and € 12.00 (95.00 HRK) for the digital edition. You are granted a 50 % discount for the combined subscription to the printed and digital editions. You will be able to load the digital edition on two devices: computers, tablets or smartphones.

## **Complaints**

The publisher accepts complaints in writing only. The complaint period is eight (8) days after publishing. The client must consider the technology of printing process (paper quality, technique etc.). The client will be responsible for any faults due to a low quality of original materials or due to corrections that were communicated by phone.

The complaints for repeated advertisements shall only be accepted if the client alerts the publisher or files a complaint after the advertisement is published for the first time. Complaints shall not be accepted for materials that were delivered after the deadline for the delivery of materials.

Complaints shall not be accepted for advertisements delivered on electronic media without a proof print. If there is no proof print, the publisher shall not be responsible for colour reproduction or for faults due to improper original materials.

## **Agencies and agency commissions**

The agencies are entitled to a full commission only if the materials are fully prepared, delivered in time and prepared in electronic form. For any of the conditions under this point that is fulfilled, the provider shall lower the agency's commission by two percentage points.

The publisher calculates the agency's commission rate in percent according to the total value of orders realised in a year and upon mutual agreement.

### **Insertion of promotional materials**

The insertion of promotional materials into the magazine is charged according to the valid price list/Media Kit. The final price for inserted printed material will be determined upon agreement with the client and based on a submitted sample and the weight of materials. In case the materials deviate from the standard dimensions, the price will be determined subsequently.

The deadline for the delivery of sample materials for insertion is ten (10) working days before the publishing date, and the deadline for the delivery of materials for insertion to the publisher's distribution center is three (3) days before the publishing date. The publisher will not accept any complaints in case the client fails to fulfil the requirements under this point.

These general terms of advertising are in force from 1 October 2017.

Revija IRT3000  
Motnica 7 a, SI-1236 Trzin  
[info@irt3000.si](mailto:info@irt3000.si), [info@irt3000.com](http://info@irt3000.com)  
GSM: +386 (0)51 322 442  
Tel: +386 (0)1 5800 884

Profidtp d.o.o.  
Gradišče VI 4  
SI-1291 Škofljica  
Slovenija

Revija IRT3000 ADRIA  
Gospočak 58, HR-10000 Zagreb  
[info@irt3000.com](mailto:info@irt3000.com)  
GSM: +385 (0)98 409 690

Profidtp d.o.o.  
Gospočak 58  
HR-10000 Zagreb  
Hrvatska