

SALES POLICY INTERNET

A. GENERAL CONDITIONS

Sector Exclusivity

Roularta Media cannot guarantee any sector exclusivity on a particular ad format, during a particular period of time, unless 100% share of impressions is bought. Roularta Media commits to inform its clients about simultaneous presence of competitors issued from the same economical sectors (reference: IAB / CIM classification).

Request for proposals

- A period of a minimum of 1 working day is allowed for answering requests for proposals for standard products, as indicated on the “Rate Cards”.

For non-standard products the period is 5 working days.

This gives Roularta sufficient time to ask any relevant questions and to find out whether the requested advertising space is available.

Options

The following rules apply:

- Each option is valid for 14 days from the date of acceptance of the option.
- Several options may be placed on a specific advertising position. If this is the case the client should be informed of the ranking of his option on the list of options.
- If a client wishes to convert an option into an order then the holders of the other options should be informed of this as quickly as possible.
- Depending on the ranking of their option, the other holders are entitled to convert their option into an order within two working days of the date of notification.

Order form

Deadline

- The order form should be signed and returned at least 10 working days prior to the start date of the campaign.
- Any delay in this period will mean that the intended start date of the campaign cannot be guaranteed.

Contents

The order form must include the following elements:

- the name of the advertiser
- the name of the campaign
- the MDBID

Changes or cancellations of campaigns

Changes

- Once the order form has been signed the campaign may no longer be changed.

roularta-advertising.be

Roularta Advertising
Raketstraat 50 Rue de la Fusée
1130 Brussels
+32 (0)2 467 56 11
communication@roularta.be

RPR Gent afdeling Kortrijk - BTW BE 0434.278.896
ING - IBAN BE78 3850 5139 2986 - BIC BBRUBEBB
KBC - IBAN BE70 4721 0111 7125 - BIC KREDBEBB
BNP PARIBAS FORTIS IBAN BE47 2850 3650 6280 - BIC GEBABEBB
BELFIUS - IBAN BE70 5513 5261 0025 - BIC GKCCBEBB

Cancellations

Orders may be entirely or partially cancelled. The request for this must be made in writing (e-mail, fax or letter) at the latest 4 weeks prior to the start date of the campaign. If this delay is not respected then the following rules apply:

- If the cancellation request is made between 3 and 4 weeks prior to the start date of the campaign 20% of the value of the order will be invoiced.
- If the cancellation request is made between 2 and 3 weeks prior to the start date of the campaign 50% of the value of the order will be invoiced.
- If the cancellation request is made between 1 and 2 weeks prior to the start date of the campaign 75% of the value of the order will be invoiced.
- If the cancellation request is made less than 1 week prior to the start date of the campaign then the entire value (100%) of the order will be
- Invoiced

In case that production work has been carried out, then the order may not be cancelled and there can no reimbursement whatsoever.

Advertising material

Type of material

It is essential that the advertising material delivered complies with the technical specifications

- Riche media / GIF / JPEG
The name 'Rich Media' is given to all material that is not in a GIF or JPEG format. The correct processing of 'Rich Media' material banners cannot be guaranteed in advance. The advertising material therefore needs to be delivered in time (see point 'Cancellation' above) in order for us to have sufficient time to test it before the campaign is launched. If it is considered that the test results are inadequate, then the 'Rich Media' material will be converted into GIF/JPEG material, in so far as this is possible. It is therefore customary that GIF/JPEG material should be provided systematically.

Changes to the material

We will in no case make any changes (including changes to format) to the delivered material without your prior agreement.

Standard naming agreement

When the advertising material is delivered the name of the different campaign elements (banners, skyscrapers, etc.) as specified, should be added in the Adserver. These names should be composed of a maximum of 23 alphanumeric characters, to include a character code that determines the language (FR, NL, UK etc.). These names should be used throughout the report.

Right of refusal

Roularta Media Group can claim at any time the right, without any obligation to motivate this decision, to refuse, suspend or stop the publication of advertisements or communications, without compensation for incurred losses, even if the department responsible for the assignment already started its execution.

Determination

The customer [media agency / advertiser / advertising agency] shall refrain from any exploitation and, more generally, of any processing, direct or indirect, immediate or delayed, of personal data – i.e. information that identifies physical persons or allows to do this - which is not strictly limited to an efficient circulation of advertisements placed by him on the website(s) of [the publisher / provider]. In case of non-compliance, [the publisher / provider] reserves the right to terminate the order, without prejudice to its right to full payment of the order.

Delivery time for advertising material

For GIF and JPEG material: 3 working days prior to the start date of the campaign.

For 'Rich Media' material: 5 working days prior to the start date of the campaign.

For the codes of campaigns begin undertaken by third parties (Third Party AdServer): to be sent 3 working days prior to the start date of the campaign.

Start of the campaign

In the case of non-respect of these deadlines we cannot guarantee that the campaign will start on the date originally planned. In such a case it is assumed that the campaign has started on the date originally agreed.

Nevertheless, through consultation a solution can be sought for the remaining impressions:

- The campaign can be extended depending on availability
- The capping can be adapted during the campaign in order to meet the original target.
- A GIF/JPG banner can be put online until the issue is resolved. In the case of one of these three solutions being refused, then no compensation can be made for those impressions that were not delivered due to delay. GIF/JPG impressions delivered during the unavailable period will be considered as normally delivered impressions

Reporting

In the case of intervention by a third party AdServer proposed by the client, any statistical difference compared to our proposed figures must be notified by email at the latest half way through the campaign.

Once this delay has been passed the distribution on figures of our AdServer will be considered to apply and will serve as the sole reference.

A difference of 10% or less will not give any entitlement whatsoever to compensation.

However, if the difference is greater than 10%, then a solution will be agreed on through consultation. Any such consultation does not in any way imply any right to compensation whatsoever.

Credit for non-delivered impressions

If, during or after the campaign, it appears that the planned number of impressions has not been delivered then the parties may agree to:

- extend the campaign
- grant the client a certain number of impressions for a new campaign
- make a credit note for the non-delivered impressions

The underdelivery must be reported up to a maximum of 1 month after the end of the campaign at Roularta. If not, the right to the 3 options will expire.

Co-branding

A co-branding is the association of two or more brands or products from the same advertiser or from different advertisers.

Per extra brand that is mentioned, we will apply a surcharge of 15% per brand.

B. DISPLAY ADS

CUMULATIVE DISCOUNTS

Volume discounts

These discounts are applicable in function of the total order value (display + newsletters)

Order Net value (€) (1)	Discount
10,000	5%
15,000	7,5%
20,000	10%
> 25,000	On demand

(1) Minimum budget for a campaign is € 1,000 after agency fee.

NON CUMULATIVE DISCOUNTS

Sector

Certain sectors are eligible for the following discounts:

- Affiliated sectors (media): 30%
- Charity & non-profit organizations: 50%

This discount is only valid on large leaderboard, half page or wide skyscraper on Knack.be/Levif.be (run of network).

Summer conditions

Those conditions can never be cumulated with any other type of discounts. Summer conditions are communicated separately and may vary every year.

BONUS

New advertiser bonus

Applicable on first order from any new advertiser:

- 5% additional free media space when net budget is between 0 Euros and 5,000 Euros
- 7.5% additional free media space when net budget is between 5,001 Euros 10,000 Euros



C. NEWSLETTERS

This policy is only valid for stand alone newsletter campaigns.

Discounts are applicable in function of the number of ordered insertions at a time, according to the table below:

Number of insertions (D + F)	Discount
4	10%
6	15%
8	20%
> 8	on demand

Remark:

Insertions can be made in different issues of the same newsletter, in different issues from different newsletters or there can be multiple insertions within a single issue of a newsletter.

