

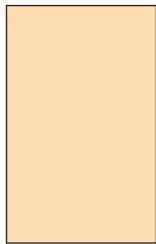
DER STANDARD

# RATE CARD 2012

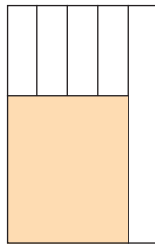


# RATE CARD 2012

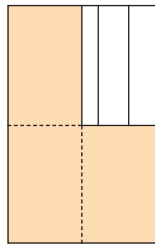
## Prime formats



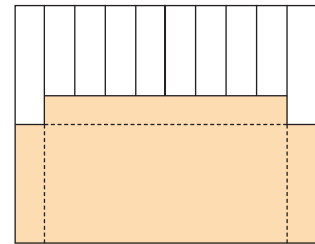
**Full page**  
266 x 420 mm



**Junior page**  
212 x 260 mm



**Half page**  
upr: 131 x 420 mm  
acr: 266 x 208 mm



**Junior page spread** 458 x 260 mm  
**Half page spread** 566 x 208 mm

Mon-Fri	Sat	Mon-Fri	Sat	Mon-Fri	Sat
<b>19,390.-</b>	<b>24,990.-</b>	<b>11,290.-</b>	<b>15,390.-</b>	<b>22,580.-</b>	<b>30,780.-</b>

## Format examples

**1/3 page**  
5 columns: 266 x 138 mm

**1/4 page**  
Quarter page: 131 x 208 mm  
2 columns: 104 x 260 mm  
5 columns: 266 x 103 mm

Mon-Fri	Sat
<b>8,694.-</b>	<b>10,971.-</b>
<b>6,552.-</b>	<b>8,268.-</b>
<b>6,552.-</b>	<b>8,268.-</b>
<b>6,489.-</b>	<b>8,188.50</b>

**1/6 page**  
2 columns: 104 x 174 mm  
3 columns: 158 x 116 mm

**1/8 page**  
2 columns: 104 x 130 mm  
3 columns: 158 x 87 mm

**1/10 page**  
2 columns: 104 x 105 mm

Mon-Fri	Sat
<b>4,384.80</b>	<b>5,533.20</b>
<b>4,384.80</b>	<b>5,533.20</b>
<b>3,276.-</b>	<b>4,134.-</b>
<b>3,288.60</b>	<b>4,149.90</b>
<b>2,646.-</b>	<b>3,339.-</b>

## Special formats

**Skyline front page**  
50 x 25 mm

**Skyline cover pages of other sections**  
50 x 25 mm

**Front page**  
1 column: 50 x 104 mm  
2 columns: 104 x 104 mm

Mon-Fri	Sat
<b>1,800.-</b>	<b>2,200.-</b>
<b>1,600.-</b>	<b>2,000.-</b>
<b>3,250.-</b>	<b>4,250.-</b>
<b>6,500.-</b>	<b>8,500.-</b>

**Front page strip**  
266 x 50 mm

**Island ad**  
funds 112 x 117 mm  
stocks 131 x 100 mm

**Spread formats**  
all sizes

Mon-Fri	Sat
<b>8,000.-</b>	<b>10,000.-</b>
<b>4,100.-</b>	<b>4,900.-</b>

double the single formats' rate

## Rates

	Mon-Fri	Sat
<b>scmm, 5 columns</b>	<b>12.60</b>	<b>15.90</b>
<b>Minimum size</b>	50 mm	<b>630.-</b> <b>795.-</b>
<b>Priority positioning</b>	<p><b>25%</b> surcharge applies to page 3 of first section—for Full page, 1/2 page, 1/3 page, Junior page as well as to front page of economy section—Junior page, 1/2 page across, 1/3 page across and 1/4 page</p> <p><b>15%</b> surcharge applies to page 5 of first section and pages 3 and 5 of economy section—for Full page, 1/2 page, 1/3 page, Junior page and quarter page as well as to front pages of second and culture section—for 1/2 page across, 1/3 page and Junior page</p> <p>No alternative formats available.</p>	
<b>Fixed positioning</b>	For a surcharge of <b>750.-</b> all ads of any size can be placed on every page not mentioned as 'priority' page. Solus positioning upwards from 1/3 page.	

**RATE CARD 2012****Inserts**

	Mon	Tue-Sat
<b>Inserts costs</b>		
up to 40 g	<b>135.-/000</b>	<b>100.-/000</b>
up to 100 g	<b>188.-/000</b>	<b>150.-/000</b>
up to 200 g	<b>244.-/000</b>	<b>195.-/000</b>
Inserts in postal, heavy inserts and special sizes subscriptions upon request.		
<b>Partial insertion</b>	For inserts less than 10,000 copies a handling charge of EUR 400.00 applies. Separations are possible for home delivery subscribers / retail / special sale / self-service / colportage and Vienna / Provinces.	
<b>Acceptance of orders</b>	At least 10 working days prior to insertion day. For issues published after public holidays the Monday-rate (generated by increased costs for production on Sundays and public holidays) applies. Inserts containing advertisement can only be accepted after consultation. A surcharge of 10% per advertisement applies. At the same time, all discounts will be omitted.	
<b>Additional supply of required copies</b>	We recommend supplying an additional 5 to 10% to the appointed number of insertions in order to balance possible variations in the current circulation.	
<b>Samples</b>	Please send a minimum of 5 insert samples (in case of particular difficult technical requirements up to 100 copies) at least 8 working days prior to the insert day to: STANDARD Service GmbH, attention Frau Dreher, Herrengasse 19-21, A 1010 Vienna, Austria.	
<b>Delivery</b>	Without exception from 3 to 4 working days prior to the distribution date to the following address: Mediaprint Druckzentrum Inzersdorf, WARENANNAHME Herr Göttfried, Richard Strauss Straße 16, A 1230 Vienna, Austria; Delivery Time: Mon-Thu 7 a.m.-2.30 p.m. Fri 7 a.m.-1 p.m.	

**Special Advertising**

Fake 'Cover', tracing paper, removable notes, Tip-On, banderole etc. upon request:

phone: +43(0)1/531 70-432, fax -249

e-mail: anzeigen@derStandard.at

**Special Products****STANDARD SPEZIAL****Special topics**

Format examples, surcharges, topics and schedule upon request:

phone: +43(0)1/531 70-432; fax -472

e-mail: anzeigen@derStandard.at

**RONDO****Supplement on glossy paper; newspaper size; published on Fridays**

<b>Full page</b>	type area/bleed	<b>13,850.-</b>	
<b>'Magazine' format</b>	type area/bleed	<b>10,750.-</b>	
	Other formats possible, information:		phone: +43(0)1/531 70-229; fax -363
			e-mail: rondo.anzeigen@derStandard.at

**KARRIERENSTANDARD (Recruitment)****Published on Saturdays****Single ad****Double\***

<b>scmm, 6 columns</b>		<b>7.25</b>	<b>9.25</b>
	full page rates, quantity discounts upon request:		phone: +43(0)1/531 70-291; fax -327
	* 2 Saturdays/Sundays, identical ad, within 3 weeks		e-mail: karrieren@derStandard.at

**BILDUNG & KARRIERE (Education)****Published on Saturdays on the back page of KARRIERENSTANDARD**

<b>scmm, 5 columns</b>		<b>12.60</b>	
	Information:		phone: +43(0)1/531 70-291; fax -327
			e-mail: bildung.anzeigen@derStandard.at

**KULTURANZEIGER (Cultural Events)**

Days of publication, rates, information:

phone: +43(0)1/531 70-132, -133; fax -363

e-mail: kulturanzeiger@derStandard.at

**WORTANZEIGEN (Classified)**

Published on Saturdays, rates, information:

phone: +43(0)1/531 70-374; fax -264

e-mail: wortanzeigen@derStandard.at

**IMMOBILIENSTANDARD (Real Estate)**

<b>display ads</b>	Published on Saturdays, rates, information	phone: +43(0)1/531 70-234; fax -472
	Formats upon request	e-mail: anzeigen@derStandard.at
<b>classified ads</b>	Published on Saturdays, rates, information	phone: +43(0)1/531 70-791, fax -9727
		e-mail: immo.anzeigen@derStandard.at

**RATE CARD 2012****Discounts**

Quantity Discount	from EUR	25,000.–	40,000.–	60,000.–	90,000.–	125,000.–	170,000.–	220,000.–	275,000.–	350,000.–
	Discount	3%	5%	7%	9%	11%	12%	13%	14%	15%

All discounts are based on the gross rate as per current rate card. Valid for an order of one client for one full calendar year. Recruitment, classified advertisements and culture tips can not be included in any order. Fixed discounts can only be accepted if applied for in advance in either writing or by e-mail to: [anzeigenadministration@derStandard.at](mailto:anzeigenadministration@derStandard.at)

**Deadlines**

DER STANDARD	on the day prior to insertion	10 a.m.
	for the Monday edition	Friday, 10 a.m.
	for the day after a public holiday	10 a.m. on the last working day before
STANDARD SPEZIAL	2 weeks prior to insertion date	10 a.m.
RONDO	2 weeks prior to insertion date	10 a.m.
IMMOBILIENSTANDARD	real estate section; for ads and classifieds	Thursday, 2 p.m.
KARRIERENSTANDARD	recruitment section; for ads	Thursday, 6 p.m.
	for JobSplitter ads	Thursday, 5 p.m.
	for BILDUNG & KARRIERE	Tuesday, 12 noon
CLASSIFIED ADS	for the Saturday edition	Thursday, 12 noon
	for 'Business Links'	Tuesday, 3 p.m.

**Cancellation**

The right to cancellation is at the very latest the advertising deadline.

**Please note: The advertising deadline ist also the copy deadline.**

**Technical data**

DER STANDARD	<b>Print/Paper</b>	newspaper offset to ISO 12647/3, on salmon pink newspaper print, 45 grms./m <sup>2</sup>		
	<b>Colour profile</b>	ISOnewspaper26v4, pictures at least at 200dpi		
	<b>Format</b>	300 mm width x 450 mm height		
	<b>Type area</b>	266 mm width x 420 mm height		
	<b>DPS</b>	566 mm width x 420 mm height		
	<b>Column widths</b>	1 column <b>50 mm</b>	3 columns <b>158 mm</b>	5 columns <b>266 mm</b>
		2 columns <b>104 mm</b>	4 columns <b>212 mm</b>	

RONDO	<b>Print/Paper</b>	Web offset printing (Heatset), Standard LWC-Paper, 57 grms./m <sup>2</sup>
	<b>Colour Profile</b>	PSO_LWC_Standard_eci, pictures at least at 300dpi
	<b>Format</b>	285 mm width x 440 mm height
	<b>Type area</b>	253 mm width x 384 mm height, bleed: 285 mm width x 440 mm height
	<b>DPS</b>	538 mm width x 384 mm height, bleed: 570 mm width x 440 mm height
	<b>Bleed</b>	For bleeds 3 mm required on every side.

**Artwork****Digital printing material only.**

**File Formats** **Preferable PDF 1.3(X-1a or x-3)** with your instructions as publication date, ISOnewspaper26v4 for all advertisements to be printed on newsprint and PSO\_LCW\_Standard-eci for all advertisements to be printed in any of our magazines.

**e-mail** [produktion@derStandard.at](mailto:produktion@derStandard.at)

**Phone** +43(0)1/531 70-388 or -431

**Fax copy to** +43(0)1/531 70-341 or copyproof attn. 'Anzeigenproduktion'

**Proofs/Syquest** to Mail Adress, attn. Anzeigenproduktion

Colorprofile and Joboptions for digital data delivery available on [derStandard.at/Anzeigen](http://derStandard.at/Anzeigen).

**General Information**

<b>Publication</b>	<b>Monday through Saturday (except on public holidays)</b>			
<b>Circulation</b>	<b>96,371 copies spread, weekly average (Austrian circulation control, H1 2011)</b>			
<b>Readership data/reach</b>	<b>Population group</b>	<b>Reach</b>	<b>Readers per issue</b>	<b>Source</b>
	14 years plus (sample 7,138,000)	5.1 %	367,000	ARGE Media Analy- sen; MA 2010/2011
	Decisionmakers in public and private enterprises (sample 538,000)	20.1 %	108,000	LAE 2009
	Executives/Private Industry (sample 11,510)	48 %	5,557	Ipsos-RSLFinancial Times; Publimedia; BE: EUROPE 2010

**Conditions of Business****I. PLACING OF ORDERS**

1. If desired, orders can be acknowledged by the publisher. Verbal arrangements which are not confirmed in writing are not considered binding.
2. The publisher reserves the right to decline orders for advertisements or supplements, as well as individual advertisements within a larger order, without stating a reason. The customer will be informed of such a refusal.
3. The customer is solely responsible for the contents of advertisements and supplements and confirms, by placing his order, to be in possession of all requisite rights. He promises to indemnify and compensate the publisher against all claims by third parties. This also refers to the cost of publishing court-ordered counter-representations, interim notifications and preannouncements of judgments. The content of inserts and stickers may only refer to the customers' area of business.
4. In the case of legal proceedings resulting from an advertisement, the customer promises to defray the expenses of legal counsel chosen by the publisher, in accordance with the tariff, and to enter the law suit in his place or on his side. If the customer does not fulfil his obligations, the publisher is entitled to submit, without the customer having the right to raise objections in the case of claims.
5. The publisher shall not be held liable for damages resulting from non-appearance of an advertisement on a given date or from printing, setting or placement errors.
6. If a client, who places an advertisement, offers a domestic service and does not follow the legal obligation to label the advertisement with the company name, we, the publishers, reserve the right, should a justified suspicion of an offence be the case, to disclose name and address of the very client on request to the trade association in charge of unfair competition or to any other plaintiff.

**II. FULFILLMENT OF ORDERS AND DISCOUNTS**

1. Orders are to be fulfilled within a year of their acknowledgement in writing.
2. Discounts mentioned in the price list may only be claimed when the order is acknowledged in writing at the latest at the time of the insertion of the advertisement. Discounts cannot be acknowledged retroactively.
3. Discounts mentioned in the price list can be credited, if desired and with the consent of the publisher, either at the moment of invoicing or after expiry of the appointed time of discount.  
In case the actual sale turns out to be inadequate to the granted discount the customer—without prejudice to further obligations—has to refund the difference between the granted discount and the rebate which accords with the actual sale. This also applies when an order is not fulfilled by reason of an Act of Providence or other circumstances for which the publisher cannot be held accountable.
4. The insertion of advertisements in specific editions and with specific placement cannot be guaranteed, unless such an insertion has been explicitly fixed. The publisher will try, as far as possible, to avoid placing advertisements by competitors on the same or opposite page (minimum size 1/4 page); however, this cannot be regarded as binding.
5. It is within the customers' responsibility to submit all requisite copy, composition patterns and supplementary material for printing, on time and free of charge. The publisher can only guarantee the faultless typographical reproduction of the advertisements if the customer supplies him with a faultless composition pattern. In case of totally or partially unreadable, incorrect or incomplete reproduction the customer is entitled to claim for compensation, unless the object of the advertisement is only marginally impaired (the limit of claims for compensation is the net value of the advertisement). The publisher reserves the right to such variations in colour which are dependent on the typographical process.

6. Proofs are sent only if expressly required. The customer carries full responsibility for the correctness of the proofs returned by him. If the customer does not promptly return proofs which have been sent to him on time, his consent for printing is assumed.
7. Our obligation to keep composition patterns submitted to us for printing expires three months after insertion of the advertisement, unless express agreements to the contrary are made.
8. Expenses which occur through alterations in the style agreed upon or in the pattern which is submitted for printing, are charged to the customer.
9. Textual advertisements and advertisements which, on account of their manner of presentation, are not recognizable as such, will be marked by the publisher in a suitable font.
10. Authors' copies are only sent if expressly required and only as agreed.
11. In the case of orders placed in handwriting or by telephone, the publisher cannot accept complaints based on mistakes in reading, hearing or typing.
12. Registered letters sent to a box number will not be accepted; furthermore, the publisher shall not be held liable for lost letters. Letters sent to a box number will be kept for four weeks and then, if they have not been picked up, be destroyed. Should a large number of letters be sent or delivered to a box number or various box numbers or to the publisher, they can only be forwarded upon reimbursement of expenses.
13. Inserts which could not be placed in the appointed region, on the appointed circulation and at the appointed day of publication will be disposed of free charge.

**III. INVOICING AND CONDITIONS OF PAYMENT**

1. Invoicing is based on the current price list. In the case of price changes, the new prices are valid immediately and apply to current orders as well.
2. If the customer does not pay in advance, invoices are due immediately upon receipt. In the case of delayed payment the customer shall pay a 1% interest charge per month as well as all reminder and service fees, in particular extrajudicial costs resulting from the employment of attorneys.
3. If the customer delays payment, the publisher is entitled to refuse the fulfillment of running as well as the acceptance of further orders.
4. Should payment for even one invoice become overdue, payment of all other invoices is automatically due and any discounts granted on the invoices are null and void.
5. Claims can only be accepted if they are made in writing, within 14 days of receipt of the invoice.
6. All invoices are payable and enforceable in Vienna. Place of performance for all contractual obligations is Vienna. The responsible commercial court in Vienna is agreed upon as having sole jurisdiction. Austrian law shall apply regarding the terms of the contract and in any legal proceedings.
7. In the case of non-publication of the newspaper, caused by operating trouble or an Act of Providence, the publisher offers the advertisement at a later date. No liability can be accepted for damages suffered by the customer through the non-appearance of the advertisement on a particular date.
8. Should a public holiday coincide with a Saturday, Saturday rate card costs apply for advertisements booked on the preceding Friday.
9. The customer shall be solely responsible for any bank charges. Invoices are due to be paid immediately after receipt. The Austrian Governmental Advertising Tax of 5% plus 20% VAT will be added to all prices in this list. In the case of foreign customers we refer to the Austrian VAT regulations.
10. The client agrees to the electronic transmission (by e-mail) of the invoice.

**Contact****Mail Address**

STANDARD Verlagsgesellschaft m. b .H.  
P.O.B. 143, A 1014 Vienna, Austria

**Visitors' Address**

Herrengasse 19–21, A 1010 Vienna, Austria

**Phone**

+43(0)1/531 70-432

**Facsimile**

+43(0)1/531 70-249

**E-Mail**

anzeigen@derStandard.at

**Internet**

derStandard.at/Anzeigen

**VAT-No**

ATU51142008