67. Internationale Filmfestspiele Berlin 09.–19.02.17

Berlinale Publikationen 2017.

> Media-Daten / Rate card

Anzeigenpreise und Formate *(Rates and sizes)*

Alle Preise in Euro (€) zzgl. ges. MwSt. *(All prices in Euro (€) plus value-added tax)*

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Panorama Programmheft

Auflage	***(Circulation)***	25.000 Exemplare *(copies)*
Format B x H	***(Publication size w x h)***	148 x 198 mm

1/1 Seite ***(Page)***
Format ***(Size)*** 148 x 198 mm Breite x Höhe *(width x height)*
Beschnittzugabe ***(Turning crop)*** + 5 mm
s/w ***(b/w)*** **– 4C**

Preis ***(Rate)*** **€ 1.600 ,–**

Forum Programmheft (inkl. Forum Expanded)

Auflage	***(Circulation)***	32.000 Exemplare *(copies)*
Format B x H	***(Publication size w x h)***	148 x 198 mm

1/1 Seite ***(Page)***
Format ***(Size)*** 148 x 198 mm Breite x Höhe *(width x height)*
Beschnittzugabe ***(Turning crop)*** + 5 mm
s/w ***(b/w)*** **– 4C**

Preis ***(Rate)*** **€ 1.900 ,–**

Media-Daten, gültig ab 01.10. 2016 *(Rate card, valid from Oct. 1st, 2016)*

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Herausgeber *(Publisher)*	Internationale Filmfestspiele Berlin Kulturveranstaltungen des Bundes in Berlin GmbH Potsdamer Str. 5, 10785 Berlin www.berlinale.de
Anzeigenverwaltung *(Sole advertising representative)*	Pamela Meyer-Arndt Potsdamer Str. 5, 10785 Berlin Tel. +49/30/48 62 52 95 Fax +49/30/48 62 52 96 Email: mail@meyerarndt.de www.berlinale.de
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Anzeigenschluss *(Closing date)*	09.01.2017 *(Jan. 09th, 2017)*
Druckunterlagenschluss *(Copy deadline)*	13.01.2017 *(Jan. 13th, 2017)*

Mengenstaffel *(discounts)*	ab 2 Seiten (2 pages and more) 5 % ab 4 Seiten (4 pages and more) 10 %
Druckunterlagen *(Printing material)*	Datenlieferung auf CD-ROM, geschlossene EPS-Datei inklusive aller Bilder und verwendeter Schriften oder druckbare PDFs. Bitte Farbproof beifügen. *(Computer files on CD-ROM, closed EPS file with all included files and fonts or printable pdfs. We require a binding colour copy.)* Für die rechtzeitige Anlieferung und die Richtigkeit des Inhalts digitaler Druckunterlagen haftet der Auftraggeber. *(The customer guarantees the in-time delivery of correct digital advertising material and content.)*
Zahlungsbedingungen *(Payment)*	Zahlung sofort nach Rechnungserhalt ohne Abzug *(Payment after invoicing)*
Rücktrittsrecht *(Cancellation date)*	Nur schriftlich, 4 Wochen vor Anzeigenschluss *(Only written, 4 weeks before closing date)*

HINWEIS: Die Verwendung der offiziellen Berlinale-Logos ist ausschließlich den dazu Berechtigten vorbehalten. Bitte fordern Sie die Vorlagen dafür seperat an. Vielen Dank!

NOTE: The official logos of the Berlinale are provided exclusively for authorized clients. Please request the artwork separately. Thank you!

Standard Terms and Conditions for Advertisements and Inserts in Newspapers and Magazines

1. „Advertisement order" within the meaning of these standard terms and conditions shall be the contract for the publication of one or more advertisements of an advertiser in a publication for the purpose of circulation.
2. Advertisements shall, in doubt, be handled for publication within one year of the conclusion of contract. If within the framework of a conclusion of contract, a right to call individual advertisements is granted, the order shall be handled within one year of the publication of the first advertisement, provided that the first advertisement is called and published within the period specified in the first sentence.
3. If an order is not executed for reasons for which the publishing house is not responsible, the customer shall refund to the publishing house, regardless of any more extensive legal obligations, the difference between the discount granted and the discount corresponding to the actual acceptance. The refund shall not be applicable if failure to perform is due to force majeure within the sphere of risk of the publishing house.
4. Orders for advertisements and inserts which, according to declaration, are to be published exclusively in certain numbers, certain issues or certain spaces of the publication, must be received in such good time by the publishing house that the customer can still be informed prior to ad closing if the order cannot be executed in this way.
5. Advertisements which, due to their editorial design, are not identifiable as advertisements are marked as such by the publishing house by adding the word „advertisement".
6. The publishing house reserves the right to reject advertisement and insert orders - including individual calls within the framework of a contract - on grounds of contents, origin or technical form in accordance with uniform, objectively justified principles of the publishing house if their content violates laws or provisions of public authorities or their publication cannot be reasonably expected of the publishing house. This shall also apply to orders placed at the desks of the offices, at the agencies or with agents. Orders concerning inserts shall not be binding for the publishing house unless a sample of the insert has been submitted and approved. Inserts, which in terms of their format or presentation, give readers the impression of being part of the newspaper or magazine or which include third party advertisements shall not be accepted. The rejection of an order shall be notified to the customer without delay.
7. The customer shall be responsible for the timely delivery of the advertisement copy and faultless printing materials or insert. In the event of clearly inappropriate or damaged printing materials, the publishing house shall demand replacement without delay. The publishing house warrants customary printing quality for the ordered publication within the framework of the possibilities of the printing materials.
8. In the event of wholly or partly illegible, incorrect or incomplete printing of the advertisement, the customer shall be entitled to payment reduction or a faultless replacement advertisement, but only to the extent to which the purpose of the advertisement was impeded. Any more extensive liability on the part of the publishing house shall be excluded. Complaints must be made within four weeks of receipt of bills and voucher copies. The publishing house shall not assume any liability for errors which occur during telephone transmissions of any kind whatsoever.
9. Proofs shall only be submitted on express request. The customer shall bear the responsibility for the correctness of the returned proofs. If the customer fails to return the proof submitted to him in due time within the period provided for, approval to print shall be deemed to have been given.
10. If no specific provisions have been agreed upon as to size, the actual advertisement height shall serve as the basis for billing.
11. The bill must be paid within the period specified on the advertising rate card, provided that no shorter term of payment or advance payment has been agreed upon in individual cases. Any rebates for premature payment shall be granted in accordance with the advertising rate card.
12. In the event of default in payment or deferred payment, interest shall be charged in the amount of at least 3% above the applicable discount rate of the Bundesbank (German Federal Bank) plus collection costs. In the event of default in payment, the publishing house shall be entitled to postpone the further execution of the running order pending payment and demand advance payment for the remaining advertisements. In the event of bankruptcies and compulsory compositions no discount shall be granted. If there are good and sufficient grounds the publishing house shall be entitled to make the publication of additional advertisements, even during the term of an advertisement order, regardless of the originally agreed term of payment, dependent on the advance payment of the amount and the settlement of any open invoiced amounts, without this giving the customer any claims against the publishing house.
13. The publishing house shall provide up to three advertiser's copies free of charge together with the bill. Depending on the type and scope of the advertisement order, advertisement cut outs, voucher pages or full voucher issues shall be supplied. If a voucher copy can no longer be obtained, it shall be replaced by a legally binding certification by the publishing house about the publication and circulation of the advertisement.
14. Any costs for the production of printing materials ordered or requested by the customer or any material changes in respect of originally agreed executions for which the customer is responsible, shall be borne by the customer.
15. No claim to price reduction can be derived from lower circulation in the event of a contract over several advertisements if, in the overall average of the year of insertion commencing with the first advertisement, the circulation specified on the advertising rate card or in any other way or - if no circulation is specified - the average sold circulation of the last calendar year is not reached. A reduction in circulation shall only be deemed to be a defect leading to an entitlement to a price reduction if it falls short by 20% in the case of a circulation of up to 50,000 copies, 15% in the case of a publication of up to 100,000 copies and 10% in the case of a circulation of up to 500,000 copies. Moreover, claims to price reduction shall be excluded on the conclusion of contracts if the publishing house has informed the customer of the lower circulation in such a timely manner that the latter is able to rescind the contract prior to the publication of the advertisement.
16. Printing materials shall not be returned unless specifically requested by the customer. The obligation to keep printing documents shall expire three months after the completion of the order.
17. The place of performance and the place of jurisdiction for the two parties shall be the registered office of the publishing house unless other places are imposed by law.

Additional Terms and Conditions of the Publishing House

a) In their offers, contracts and billings for advertisers, advertising brokers and advertising agencies shall be obliged to comply with the advertising rate card of the publishing house. The agent's commission granted by the publishing house may not be passed on in whole or in part to the customer.
b) The general and additional terms and conditions of the publishing house, the confirmation of order and the applicable advertising rate card shall be authoritive for each and every order. Every advertisement order placed shall not be legally binding unless confirmed in writing by the publishing house.
c) Any amendment to the advertising rate card shall be applicable upon its becoming effective; this shall also apply to any running orders.
d) If affiliated companies assert claims to joint discounts, written confirmation of a capital share of at least 75% of the parent company must be submitted.
e) In the event of force majeure, any obligation of the publishing house to execute orders and pay damages shall become extinct. More particularly, no damages shall be paid for advertisements not published or not published in due time.
f) In the event of interruptions of operation or interferences due to force majeure (e.g. strike, confiscation and the similar), the publishing house shall be entitled to full payment of any advertisements published if the orders have been executed with 80% of the guaranteed sold circulation. Any lower circulations shall be paid in accordance with the cost per page per thousand of the sold circulation guaranteed on the advertising rate card.
g) If defects concerning the printing materials cannot be immediately identified but only become visible during printing, the customer shall not have any claims in the event of poor printing.
h) The sending of more than two colour copies, the delivery of the printing materials in an untimely manner and the request for a print reproduction deviating from the printing material can have an impact on placement and printing quality and shall exclude any subsequent complaints. The publishing house must reserve the right to invoice any additional costs incurred.

Es gelten die Allgemeinen Geschäftsbedingungen für Anzeigen in Zeitungen und Zeitschriften.