Zeitschrift für alle Bereiche der Geodäsie und Geoinformation

RAUMZEITLICHE BEOBACHTUNG UND AUSWERTUNG EINER DÜNENVERFORMUNG UNTER DEM EINFLUSSE VON WIND UND NIEDERSCHLAG

VERLEGUNG VON STÄDTEBAULICHEN AUSGLEICHSFLÄCHEN IN DER FLURBEEREINIGUNG

FNK大量Stationierung eines Tachymeters für die Identifizierung von Bezugspekten während der Qualitäts sicherung von Produktionsgütern

GNSS IM FORST

www.gis-point.de

4/2019

ISSN 0002-5968 | D 1103

Media Kit 2020

www.avn-online.de
Title: avn.

Short Summary:
For more than 130 years, avn has been a fundamental source of information in the field of geodesy/survey and geoinformation. avn is independent, objective and scientifically well-grounded.

avn presents new technology and research in the field of surveying as well as related disciplines such as photogrammetry or geomatics. Every issue has its own focus: optical 3D surveying, laser scanning, GNSS, land management, sensors and evaluation technologies, urban GIS, etc.

All scientific articles are subject to an expertise of international standards (Peer Review).

Target Group:
avn reaches professionals in industries, administration/authorities and sciences. It moreover addresses engineering consultants and students of all disciplines covered.

Publication Frequency:
6 issues per year

Size of Journal:
DIN A4 (210 x 297 mm)

Volume:
127th Volume 2020

Subscription Rates:
Annual Subscription € 123.00*
Price per Issue € 15.80*

Organ:
–

Memberships:
–

Publishing House:
Wichmann Verlag im VDE Verlag GMBH
Kaiserleistraße 8 A · 63067 Offenbach · Germany
www.wichmann-verlag.de

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Phone +49-69-840006-1121, Fax -1398
gerold.olbrich@vde-verlag.de

Content Analysis avn. Juni 2018 – May 2019 (9 Issues)

Total Volume 420 pages = 100 %
Editorial Part 375 pages = 89 %
Advertisements thereof Publisher's own ads 45 pages = 11 %
Inserts 22 pages = 5 %

Content Analysis of the Editorial Part 2019:

* = plus postage
<table>
<thead>
<tr>
<th>Issues and Deadlines</th>
<th>Planned Topics</th>
<th>Fairs, Events and Conferences</th>
</tr>
</thead>
</table>
| **1 February**       | • Laserscanning and Image Processing  
(Contributions from the Oldenburger 3D Days)  
• GNSS Informations  
19th Oldenburger 3D Days  
Oldenburg, 05.02. – 07.06.20  
Kurs für Ingenieurvermessung  
Munich, 03.03. – 06.03.20 |
|                      | **2 April**    | Ingeo  
Dubrovnik, 01.04. – 04.04.20  
Control  
Stuttgart, 05. – 08.05.20  
FIG  
Amsterdam, 10.05. – 14.05.20 |
| Publication Date: 10.02.20  
Advertising Deadline: 20.01.20  
Editorial Deadline: 02.01.20 |
|                      | • Geodesy (various topics)  
• GNSS Informations  
AGIT  
Salzburg, 08. – 10.07.20 |
| Publication Date: 15.06.20  
Advertising Deadline: 25.05.20  
Editorial Deadline: 05.05.20 |
|                      | **3 June**     | INTERGEO  
Berlin, 13. – 15.10.20 |
|                      | • Data Acquisition in Geodetic Engineering  
and Monitoring of Structures in the Water Management  
• GNSS Informations  
15th Oldenburger 3D Days  
Oldenburg, 05.02. – 07.06.20  
Kurs für Ingenieurvermessung  
Munich, 03.03. – 06.03.20 |
| Publication Date: 14.04.20  
Advertising Deadline: 23.03.20  
Editorial Deadline: 03.03.20 |
|                      | **4 August**   |  
15th Oldenburger 3D Days  
Oldenburg, 05.02. – 07.06.20  
Kurs für Ingenieurvermessung  
Munich, 03.03. – 06.03.20 |
| Publication Date: 10.08.20  
Advertising Deadline: 20.07.20  
Editorial Deadline: 30.06.20 |
|                      | • Geodesy and Geophysics  
• GNSS Informations  
Ingeo  
Dubrovnik, 01.04. – 04.04.20  
Control  
Stuttgart, 05. – 08.05.20  
FIG  
Amsterdam, 10.05. – 14.05.20 |
| Publication Date: 05.10.20  
Advertising Deadline: 14.09.20  
Editorial Deadline: 25.08.20 |
|                      | **5 October**  | INTERGEO  
Berlin, 13. – 15.10.20 |
| Publication Date: 14.12.20  
Advertising Deadline: 23.11.20  
Editorial Deadline: 03.11.20 |
|                      | • Land Management  
15th Oldenburger 3D Days  
Oldenburg, 05.02. – 07.06.20  
Kurs für Ingenieurvermessung  
Munich, 03.03. – 06.03.20 |
| Publication Date: 05.10.20  
Advertising Deadline: 14.09.20  
Editorial Deadline: 25.08.20 |
1 Advertising Sizes and Prices: (Please add the appropriate value added tax to all prices, if applicable)

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<th>Price 2c</th>
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<td>€ 2,230.–</td>
<td>€ 2,715.–</td>
<td>€ 3,360.–</td>
</tr>
<tr>
<td>1/1 page (A4)</td>
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<td>€ 1,315.–</td>
<td>€ 1,790.–</td>
<td>€ 2,435.–</td>
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<tr>
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<td>€ 1,385.–</td>
<td>€ 2,000.–</td>
</tr>
<tr>
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<td>104 x 297</td>
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<td>€ 1,180.–</td>
<td>€ 1,820.–</td>
</tr>
<tr>
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<td>€ 1,180.–</td>
<td>€ 1,820.–</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>76 x 297</td>
<td>€ 655.–</td>
<td>€ 1,075.–</td>
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<td>€ 1,075.–</td>
<td>€ 1,720.–</td>
</tr>
<tr>
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<td>104 x 147</td>
<td>€ 460.–</td>
<td>€ 910.–</td>
<td>€ 1,550.–</td>
</tr>
<tr>
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<td>€ 460.–</td>
<td>€ 910.–</td>
<td>€ 1,550.–</td>
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<tr>
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<td>210 x 79</td>
<td>€ 460.–</td>
<td>€ 910.–</td>
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</tr>
<tr>
<td>1/8 page</td>
<td>104 x 79</td>
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<td>€ 725.–</td>
<td>€ 1,375.–</td>
</tr>
<tr>
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<td>€ 345.–</td>
<td>€ 725.–</td>
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Specials/Advertorials: Rates on request

2 Preferential Placements

<table>
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<th>Format</th>
<th>Width x Height in mm</th>
<th>Price b/w</th>
<th>Price 2c</th>
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<td>€ 1,375.–</td>
</tr>
</tbody>
</table>

Specials/Advertorials: Rates on request
1. **Size of Journal**: 210 mm wide, 297 mm high, DIN A4
   
   **Full Page Type Area**: 170 mm wide, 248 mm high
   
   **4 columns each 38 mm wide**

2. **Printing and Binding**: Offset printing (sheets or rolls), saddle stitch or glue binding is used.

3. **Electronic Data Submission**: For digital media please use our email address anzeigen@vde-verlag.de or send a CD-ROM/DVD. Please remark on Delivery Note:
   
   – order name/name and issue of publication
   
   – final output format (specify a bleed of 3 mm, if applicable).

4. **Data File Formats**: We recommend the delivery of PDF data files. In addition, the following programs are supported:
   
   – Adobe InDesign/Photoshop/Illustrator up to Version CC
   
   – Microsoft Word up to Version 2016
   
   At least the file must be ready to be printed: all fonts needed have to be included, continuous-tone pictures require a resolution of 300 dpi and line art pictures at least of 600 dpi. No password protection.

5. **Color Processing**: Process colors (CMYK) according to ISO 12647-2 (PSO), special colors on request. Our standard offset profile is „Coated FOGRA39 (ISO 12647-2:2004)” of ECI.

6. **Proof**: Color proofs for “standard print media” (bvdm). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.

7. **Data Archiving**: Data will be archived, therefore unchanged repetitions are possible. However, a guarantee on data archiving is not provided.

8. **Guarantee**: Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.

9. **Contact**: Leonie Ströver, Order Management
   
   Phone +49-69-84 00 06-13 42
   
   Email leonie.stroever@vde-verlag.de

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**Requirements for a Smooth Production Flow**

If not delivering a PDF/X-3 data file:

- Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied.

- Do not save files in JPEG or GIF format.

- Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts.

- We are not able to modify or correct any Postscript files.

- For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

- Please include a binding proof/laser printout.
**Bound-In Inserts:** Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

**Formats:** Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching.

**Copies Required:** 2,000 copies

**Delivery Address:** Prepaid delivery, untrimmed and ready for insertion, with delivery note “For ‘building & automation’ Edition … (No.)” to:
Grafische Werkstatt von 1980 GmbH
Yorckstraße 48 · 34123 Kassel · Germany

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**Loose Inserts:** Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned loose inserts. Loose inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of loose inserts is constrained to the technical possibilities.

**Insertion Note:** A free note is included in the table of contents.

**Copies Required:** 2,000 copies.

**Delivery Date:** Up to 10 days after the deadline for advertisements, see schedule and editorial calendar.

**Format:** Maximum 205 mm wide × 292 mm high

**Delivery Address:** Delivery of the inserts by trucks with tail-lift only, freight paid and ready for insertion, with delivery note “For ‘avn.’ Edition … (No.)” to:
Grafische Werkstatt von 1980 GmbH
Yorckstraße 48 · 34123 Kassel · Germany

**Technical Specifications:** Loose inserts have to be composed of one piece and must be ready for insertion without further treatment. If any additional work (e.g. folding) is necessary, it will be charged separately. Inserts printed on a non-paper material are only accepted after presentation of a final sample and if the publisher has the consent of the printing shop and the postal authorities. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of insertion).

**Affixed Advertising Media:** Affixed Reply Postcards are charged as inserts:
We charge up to 25 g € 245.– ‰
(heavier weights on request)
Extra costs for machine processing € 107.– ‰
Extra costs for manual handling € 195.– ‰

Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.

**Copies Required:** 2,000 copies.

**Delivery Address for Affixed Advertising Media:**
Prepaid delivery and ready for insertion, with delivery note “For ‘avn.’ Edition … (No.)” to:
Grafische Werkstatt von 1980 GmbH
Yorckstraße 48 · 34123 Kassel · Germany
Other Publications from Wichmann:

- ArcGIS Pro
- Das deutsche Vermessungs- und Geoinformationswesen
- FME Desktop
- AVN
- GIS.BUSINESS
- GIS.Science
- Geoinformatik und Geo-IT

The Wichmann Verlag with its tailor-made professional media in the field of geoinformatics/GIS, geodesy/surveying, photogrammetry/remote sensing and transport planning, is regarded as one of the top addresses in geo-sciences and geo-technology. The media portfolio comprises professional books, loose leaf publications, the magazine AVN and the magazines GIS.BUSINESS, GIS.Science as well as the internet portal GIS.POINT.

Our Book Programme offers a wide range of topics on all areas of geodesy and geoinformatics, and addresses students, practitioners and scientists with textbooks, practical literature and conference proceedings. With more than 60 titles available in printed and digital formats it is the largest German-language professional book programme for this topic range.

gis.BUSINESS is the geoinformation technologies magazine for the German-speaking world. It provides well-researched, bimonthly reports on pioneering technical developments and introduces practical applications for business, administration and science.

The science journal GIS.Science is the only scientific geoinformatics journal in the German-speaking world to present research results in this field. All submissions undergo a peer-review process compliant with international standards.
1 Advertising Sizes and Prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height</th>
<th>Rates* Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leader Board</td>
<td>728 x 90</td>
<td>€ 1,030.–</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
<td>€ 1,155.–</td>
</tr>
<tr>
<td>Fullsize Banner</td>
<td>468 x 60</td>
<td>€ 525.–</td>
</tr>
<tr>
<td>Halfsize Banner</td>
<td>234 x 60</td>
<td>€ 375.–</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>728 x 90 and 160 x 600</td>
<td>€ 1,705.–</td>
</tr>
<tr>
<td>Webcast/Whitepaper</td>
<td>3 months</td>
<td>€ 835.–</td>
</tr>
<tr>
<td></td>
<td>6 months</td>
<td>€ 1,335.–</td>
</tr>
<tr>
<td></td>
<td>12 months</td>
<td>€ 1,885.–</td>
</tr>
<tr>
<td>Online Advertorial</td>
<td></td>
<td>€ 915.–</td>
</tr>
</tbody>
</table>

* = All rates are per month. Please add the appropriate value added tax to all rates, if applicable.

Profile

1 Web Address: www.gispoint.de, www.avn-online.de

2 Short Summary: gis.POINT is the digital extension of the gis.Business, gis.Science and avn journals. With news, dates for your diary, an up-to-date job mart and regular blogs, the geoinformation and geodesy portal is developing into one of the most in-demand portals on the geoinformation and surveying scene. Also in great demand is the gis.Open zone, including conference presentations free to download.

3 Target Group: gis.POINT is aimed at producers, system vendors and surveyors, and GIS user sector decision makers in administration, the energy industry, agriculture and forestry, transport/navigation, architecture and construction planning.

4 Publishing House: Wichmann Verlag im VDE VERLAG GMBH Kaiserstraße 8 A · 63067 Offenbach · Germany

Editorial Department: Annika-Nicole Fritzsch Phone +49-69-84 00 06-13 81 annika.fritzsch@vde-verlag.de

Online-Advertising: Katja Hanel, Advertising Sales Phone +49-69-84 00 06-13 41, Fax -13 98 katja.hanel@vde-verlag.de

Technical Specifications

1 File Formats: GIF, JPG, JPEG Flash (.swf)

2 Delivery Address: Please send your advertising material/files for your campaign to the following address: anzeigen@vde-verlag.de

3 Delivery Deadline: 7 days before start of campaign

With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

On delivering your files, we need the following data:
– customer name
– campaign name
– contact for questions/check back
– Target-URL/Click-URL
– Alt-Text/Title-Text (optional)

For Flash versions, we also need a GIF or JPG file as fallback of your advertising for users, who have no Flash installed.

Reporting: You can request an evaluation of ad impressions and ad clicks.

Advertising Rates/Metrics

1 Job Exchange: Job offers: 2 months 520.– every additional month: 189.–

2 Discounts: –

3 Sections: Home Page Marazines News Books Blog Jobs gis.Open Wichmann Innovation Award (WIA) Events Shop

4 Special Topics: –

5 Terms of Payment:
Wichertbank Aktiengesellschaft, Berlin, Acc. No. 6 123 549 039, BIC 101 201 00, IBAN DE 36 1012 0100 6123 5490 39,
Swift/BIC WELADED1WBB

UniCredit Bank AG, Berlin, Acc. No. 2 668 386, BIC 100 208 90, IBAN DE 78 1002 0890 0002 6683 86, SWIFT/BIC HYVEDEMMA88

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

Audience: 4,310 unique visitors per month 11,078 page impressions per month

Source: Google Analytics (average August 2018 – July 2019)
Profile
The monthly gis.POINT newsletter summarises the leading news from the geoinformatics and geodesy fields. It includes the most recent company and industry, science and research news, in addition to product news. The newsletter is published in HTML format.

Frequency: monthly
- Issue 1 28.01.2020
- Issue 2 25.02.2020
- Issue 3 31.03.2020
- Issue 4 28.04.2020
- Issue 5 26.05.2020
- Issue 6-7 30.06.2020
- Issue 8 25.08.2020
- Issue 9 29.09.2020
- Issue S1 06.10.2020 (at Intergeo)
- Issue 10 27.10.2020
- Issue 11-12 24.11.2020

Advertising Rates and Metrics

1 Rates and Formats:

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height in Pixel</th>
<th>Rates*</th>
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<tbody>
<tr>
<td>Super Banner</td>
<td>560 x 90</td>
<td>€ 665.–</td>
</tr>
<tr>
<td>Fullsize Banner</td>
<td>468 x 60</td>
<td>€ 460.–</td>
</tr>
<tr>
<td>Content Banner</td>
<td>360 x 70</td>
<td>€ 410.–</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150</td>
<td>€ 410.–</td>
</tr>
<tr>
<td>Mini Rectangle</td>
<td>180 x 85</td>
<td>€ 340.–</td>
</tr>
<tr>
<td>Standalone Newsletter</td>
<td></td>
<td>€ 1,570.–</td>
</tr>
</tbody>
</table>

2 Advertorial:
- Rate: € 710.–
  - our offer: interview, technical article, case study/application report, teaser max. 170 characters + image + URL-link

3 Discounts: on request

* All rates are per month. Please add the appropriate value added tax to all rates, if applicable

Technical Specifications

1 Format of the newsletter: HTML, text or PDF
2 Delivery address: Please send your advertising material/files for your campaign to the following address: anzeigen@vde-verlag.de
3 Delivery deadline: 7 days before start of campaign

With this lead we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.

On delivering your files we need the following data:
- customer name
- campaign name
- contact for questions/check back
- Target-URL/Click-URL
- Alt-Text/Title-Text (optional, only for the HTML email)

4 Contact: Katja Hanel, Advertising Sales
  Phone +49-69-840006-13 41
  Email katja.hanel@vde-verlag.de

Terms of Payment:
Webberbank Aktiengesellschaft, Berlin
Acc. No. 6123549039,
BIC 10120100,
IBAN DE 36 1012 0100 6123 5490 39,
SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin
Acc. No. 2668 386,
BIC 10020890,
IBAN DE 78 1002 0890 0002 6683 86,
SWIFT/BIC HYVEDEMM488

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

Data on Usage

1 Subscribers: gis.Point is aimed at producers, system vendors and surveyors, and GIS user sector decision makers in administration, the energy industry, agriculture and forestry, transportation/navigation, architecture and construction planning in addition to experts in research and development, and students of spatial sciences.

2 Distribution: 2,146 Subscribers as of July 2019
General Terms of Business of VDE VERLAG GMBH

For advertisements and third party inserts in magazines and books and for online advertising

1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GmbH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also applied, if not confirmed otherwise, in case of dealings with representatives of business of the Customer's have not been explicitly rejected by the Publisher.

2. Definitions

2.1. A standard advertising contract is one with a term of 12 months.

2.2. An advertisement is any promotional publication in printed materials or online offers of the Publisher.

2.3. A standard advertising contract is one with a term of 12 months.

2.4. Online advertising is, for example, advertising with pop-ups, white papers, webcasts, microsites, webinars, special interest and/or landing pages on the Publisher's online offers and/or in its electronic newsletters.

3. Rebatage

Rebate contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period. Invoices to the Publisher are not responsible for deviations from the agreed scope. In such a case the Publisher shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

4. Placement

4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.

4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Publisher's request cannot be carried out.

4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.

5. Preparation

5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give the readers an impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or if they contain advertising from any third party.

5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.

5.3. Online advertising must be delivered by the Publisher in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assumes that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation - GDPR).

5.4. Advertisements and online advertising which due to their editorial design cannot be recognised as such can be made recognisable at the Customer's request.

6. Customers and Arrangement

6.1. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires six weeks after the date of delivery. The failure of the Customer to submit the printing materials on time shall be deemed to have been accepted.

6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant website available. The Publisher warrants that the websites on which online advertisements appear are available at least 10% hours per week. If, during the period of the contract, this availability drops below what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.

6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In case of slight negligence violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slight negligence violations of non-contractual obligations is barred.

6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

7. Proof

Proofs are delivered only at the express request of the Customer. The Publisher bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Customer, then permission to print will be deemed to have been granted when this period of time for returning corrected proofs has expired.

8. Quality

The publisher shall not be liable for damages which are attributable to material, technical, or human errors.

9. Online advertising

9.1. Online advertising means the placement of an advertisement on the internet.

9.2. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.

9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.

9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

9.5. Online advertising which has been ordered is cancelled before the agreed date of first broadcast. Cancellation must be made in writing.

9.6. Cancellations received more than 8 weeks before the date of first broadcast are free of charge. Otherwise, the Publisher is entitled to invoice cancellation fees as follows:

- cancellation between 8 weeks and 4 weeks plus 1 day before first broadcast: 50 % of the net order value,
- cancellation between 4 weeks and 1 week plus 1 day before first broadcast: 75 % of the net order value,
- cancellation 1 week or less before first broadcast: 100 % of the net order value.

9.7. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

10. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

11. Final Reports

11.1. If payment is not received within 30 days after the date of the first appearance, then the Customer enters payment default even if there is no notice in the order. In case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euro. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers who are entrepreneurs are also charged interest in the amount of 9 % above the base interest rate.

11.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements depending on payment of advances even during an ongoing standard advertising contract.

12. Reduced Print Runs

12.1. If payment is not received within 30 days after the date of the first appearance, then the Customer enters payment default even if there is no notice in the order. In case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euro. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers who are entrepreneurs are also charged interest in the amount of 9 % above the base interest rate.

13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

14. Payment Default

If payment is not received within 30 days after the date of the first appearance, then the Customer enters payment default even if there is no notice in the order. In case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euro. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers who are entrepreneurs are also charged interest in the amount of 9 % above the base interest rate.

15. Applicable Law and Place of Jurisdiction

15.1. This contract is governed by the law of the Federal Republic of Germany.

15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction in the legal domicile of the publisher.

16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

17. Other Regulations

The publisher does not take part in alternative dispute resolution in front of consumer conciliation boards.