

## General Terms and Conditions

### Definitions

The terms listed below have the following meaning:

**Advertisers:** parties that either directly or through the intermediation of Advertising Intermediaries submit Advertisements for placement

**Principal:** a natural person who or legal entity that enters into an agreement with IDG

**Periodicals:** all Periodicals and other statements in the media, on the understanding that in the event of doubt the court's decision regarding whether a publication is a Periodical will be decisive.

**Advertising Intermediary:** any natural person who or legal entity that professionally intermediates in the placement of Advertisements in daily newspapers, Periodicals, electronic publications or other media, such as:

- a. advertising consultancy agencies
- b. advertising agencies

**IDG:** IDG Communications Verlag A.G., a company incorporated under German law, having its registered office in Munich, Germany, operating in the Netherlands under the name IDG Nederland, having its registered office in Amsterdam, the Netherlands

**Netiquette:** the generally acceptable rules of conduct within the context of communication via the Internet, which include, but are not limited to, a prohibition against causing damage to third parties, violating the rights of third parties or in any way acting contrary to generally accepted social standards of care

**Advertising Space:** either the mm rules in surface measurements or the space in papers and Periodicals divided into fields, expressed either in Pixels or in space on websites divided into fields that is made available for Advertisements

**Advertisements:** statements made by an Advertiser that are placed in a daily newspaper, Periodical, website, newsletter, electronic publication or other medium of IDG.

**Advertising Contract:** an agreement that is concluded for a particular Advertising Space for a particular period of time

**Contract Advertisements:** Advertisements that are submitted for placement, to be deducted from an Advertising Contract

**Contractual Term:** the term within which the contracted Advertising Space must be used

**Loose Advertisements:** Advertisements that are submitted for placement other than pursuant to an existing Advertising Contract

**Hyperlink:** a marked text or an image on an Internet page that is linked to and refers to another document, an image or any other file whatsoever. A mouse click on a Hyperlink brings the web surfer to that page or that file

**Views:** the number of times that an Advertisement becomes completely visible on an Internet site.

**Pixel:** a resolution unit that is used as a unit of measurement, of which an Advertisement may consist

**Maximum weight:** the maximum size of a file of which an Advertisement may consist



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