

ADAC Verlag GmbH
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Accounts:
 Bayerische Landesbank München,
 account-no. 1 279 981, bank code 700 500 00
 IBAN: DE 19 7005 0000 0001 2799 81
 BIC: BYLA DE MM

Printed circulation: 200,000 copies each issue

Print: inner pages roll-fed off-set, cover sheet-fed offset

Printing material: released digital data on data carriers and/or in remote data transmission plus colour-fast proof, simulating the publication quality and the press conditions according to the print shop's (ISO-coated-profile) requirements. The print shop will provide its ICC profiles. The proof must be produced from the delivered data. Proof alternations or improvements will be charged separately. Complaints concerning the customer proof will not be considered, if they result from data whose condition did not meet the print shop's requirements.

ICC-Profile: www.media.adac.de

Magazine size: (width x height) 210mm x 272mm

Type area: (width x height) 184mm x 252mm

Binding: perfect binding

Discount-options:

Series discount: The discount effective from any contact for the magazine ADAC motorwelt ad contract valid on the day of publication will be transferred.

Volume discount: All ad pages from ADAC reisemagazin, ADAC reisemagazin extra SKI and all the ADAC special objects from one contract year will be subject to a joint discount: 3 pages 5%, 4 pages 6%, 5 pages 7%, 6 pages 10%, 7 pages 11%, 8 pages 12%, 9 pages 15%, 12 pages 20%, 15 pages 22%, 18 pages 23%.

However, only **one** discount type may be considered.

Bleed advertisements: No charge for bleed.

Trim distance: elements of the advertisement which are not to be trimmed must have a minimum distance to the trimmed size of 5mm each to the top and the bottom, 8mm each to the right and left

Special ad-formats and types of advertising: by request

Conditions of payment: immediately after date of invoice. A cash discount of 3 % will be granted, if payment is received 14 days before distribution, of 2% if received no later than one day before distribution – if previous bills have been paid. For new business contacts and classified ads the publishing house reserves the right to require a cash in advance payment by ad collection deadline. The invoice is issued in €

Ad orders are subject to the General Terms and Conditions of Ads and Loose Inserts and the Additional Terms and Conditions of the Publishing Company.

Dates:

Edition	Publication Date	Ad Closing	Closing for Printing Material
Rome	2005-02-22	2005-01-11	2005-01-18
Brittany / Normandy	2005-04-26	2005-03-15	2005-03-17
Munich	2005-06-28	2005-05-17	2005-05-24
Poland	2005-08-30	2005-07-19	2005-07-26
Florida	2005-10-25	2005-09-13	2005-09-20
India	2005-12-13	2005-11-02	2005-11-08

GROSS RATE CARD FOR COLOUR AND BLACK AND WHITE ADS

Size in page parts	Type area formats		Prices in €			Bleed ads	
	width mm	height mm	4-colour	1-2 additional colours	black and white	width mm	height mm
1/1	184	252	18,120	16,740	13,080	210	272
2/3 upright	117	252	12,500	11,600	9,100	130	272
1/2 horizontal	184	123	9,500	8,800	6,900	210	134
1/2 upright	90	252	9,500	8,800	6,900	103	272
1/3 horizontal	184	80	6,400	5,900	4,600	210	90
1/3 upright	56	252	6,400	5,900	4,600	70	272
1/4 upright	43	252	4,800	4,500	3,500		
1/8 upright	43	123	2,500	2,300	1,800		
2/1	392*	252	36,240	33,480	26,160	420*	272
2x 1/2 horizontal	392*	123	18,120	16,740	13,080	420*	134