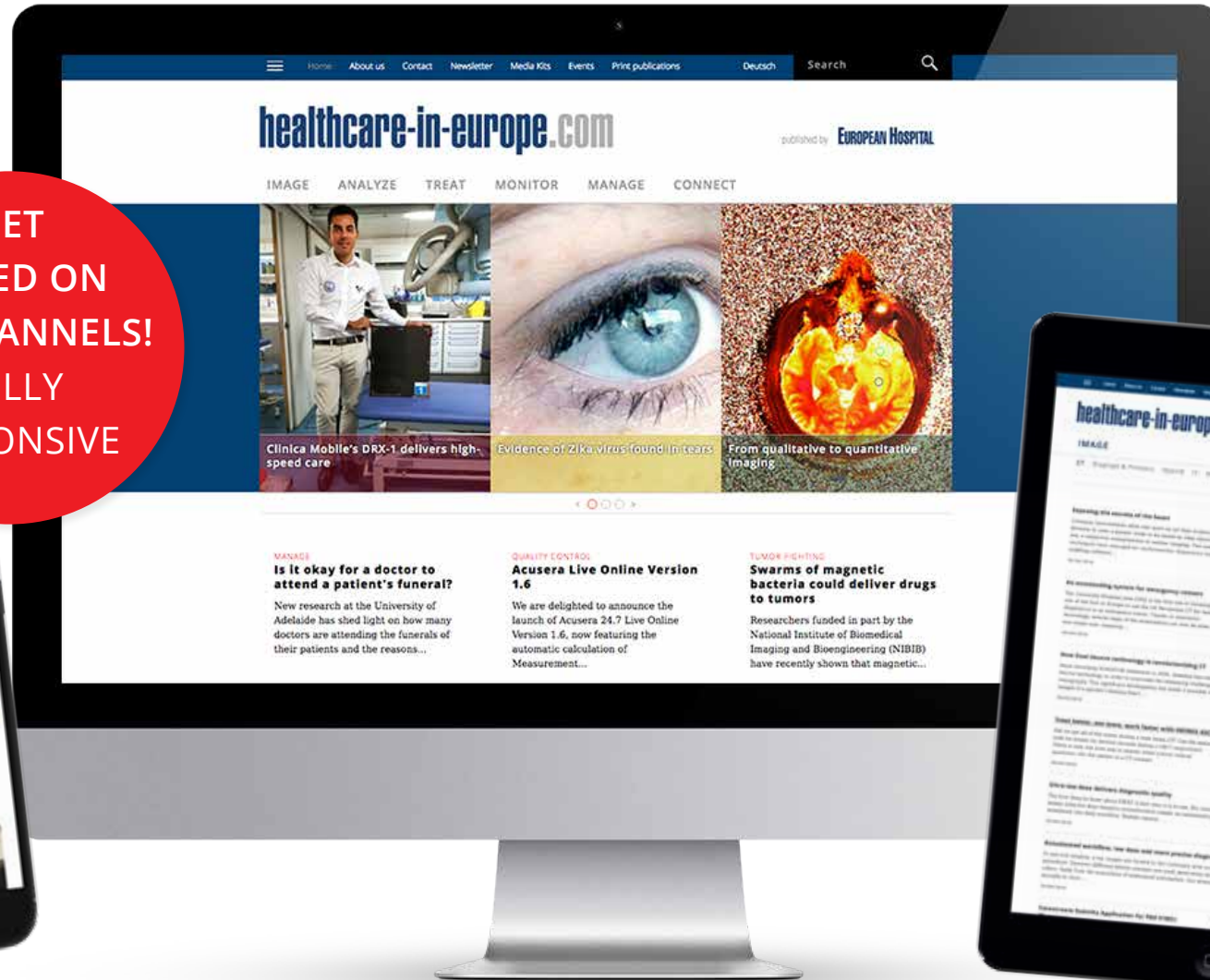
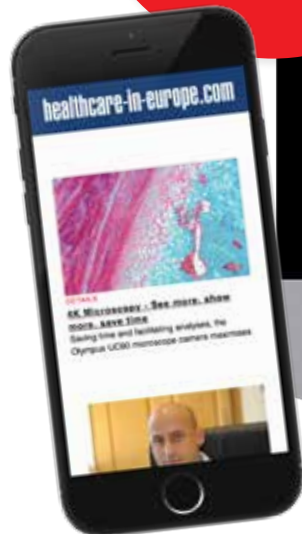


GET
TUNED ON
ALL CHANNELS!
FULLY
RESPONSIVE



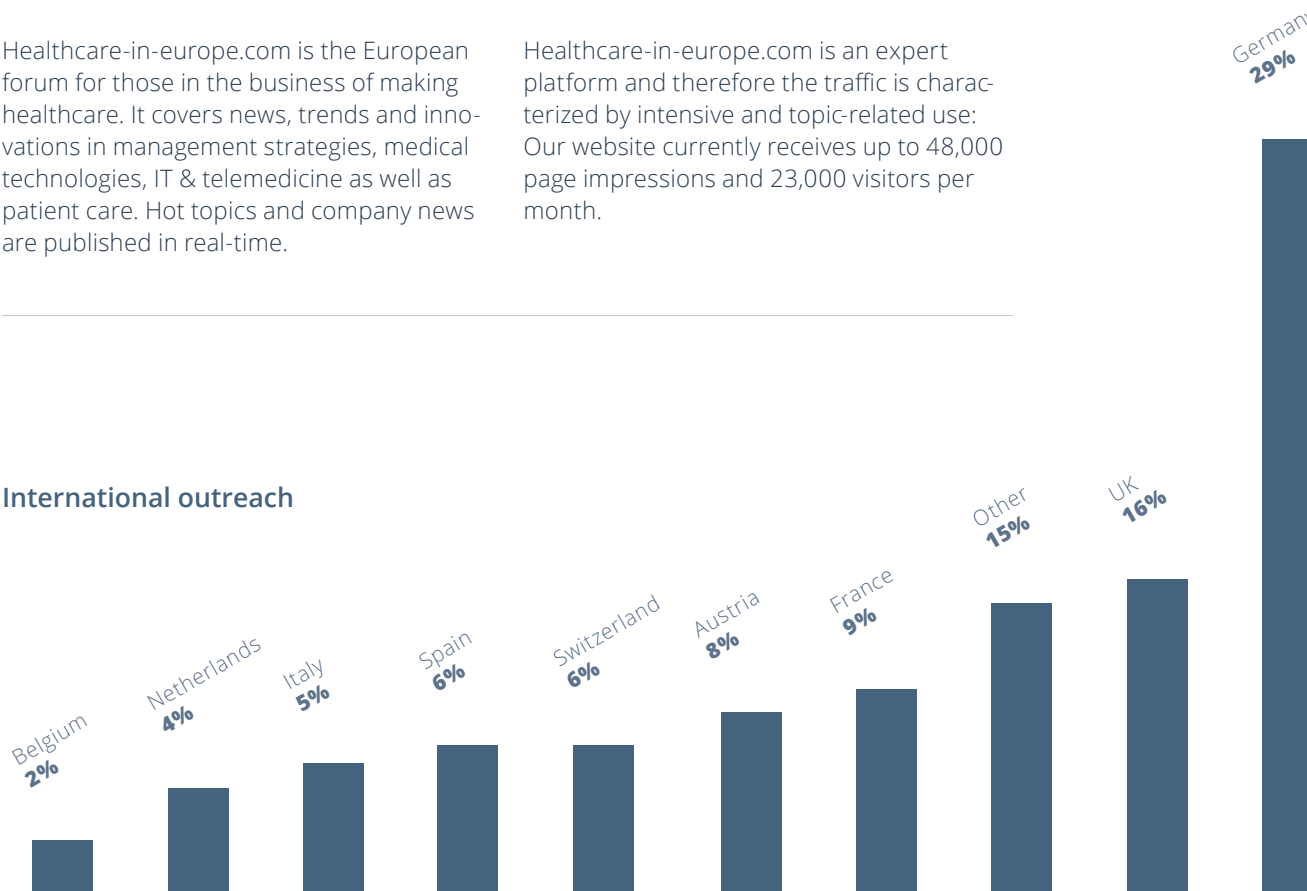
Website**Newsletter & eBlasts****General information**

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Healthcare-in-europe.com is the European forum for those in the business of making healthcare. It covers news, trends and innovations in management strategies, medical technologies, IT & telemedicine as well as patient care. Hot topics and company news are published in real-time.

Healthcare-in-europe.com is an expert platform and therefore the traffic is characterized by intensive and topic-related use: Our website currently receives up to 48,000 page impressions and 23,000 visitors per month.

International outreach



48,000

page impressions per month

23,000

visitors per month

18,500

unique visitors per month

average visit duration of

4 minutes

Our website

The website is divided into three parts: the homepage, category and subcategory pages. Every category page leads to dedicated subcategory pages.



Homepage

On the homepage you will find our category headings as: **image, analyze, treat, monitor, manage and connect**. By clicking on one of the categories you will be directed to the respective page.

Category pages

By clicking on one of the subcategories you will be directed to the respective page, e.g. from category "image" to **subcategory "CT"**.



Subcategory pages

On the subcategory page only **topic-related content** such as **articles, interviews or news** is displayed.



Homepage

On healthcare-in-europe.com you can publish banner ads, text ads and video ads. The illustration on the right shows the possible formats and placements for our homepage.

Go to the next page to see the possible formats and placements for your effective promotion.



For
sizes & rates
see p. 7

1 Super banner (header)

960 x 100 px

2 Text ad (slider)

320 x 400 px

3 Text ad (widescreen)

630 x 230 px

4 Product of the month

300 x 370 px

5 Video ad

480 x 265 px

6 Text ad (smallscreen)

300 x 190 px

7 Text ad (bigscreen)

630 x 630 px

Category page

Super banner (header) 1

960 x 100 px

Text ad (slider) 2

320 x 400 px

Text ad (widescreen) 3

630 x 230 px

Product of the month 4

300 x 370 px

Video ad 5

480 x 265 px

Text ad (bigscreen) 6

630 x 630 px



Subcategory page

1 Sponsor banner

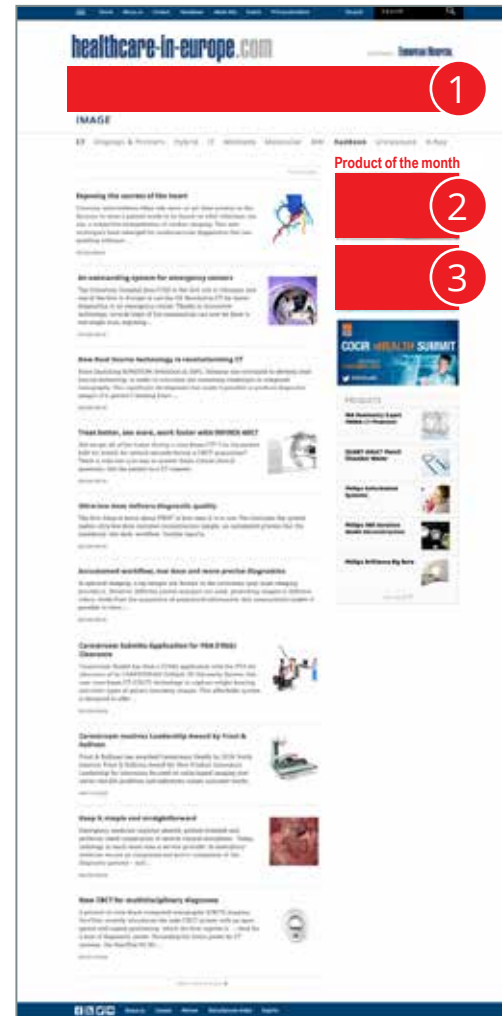
960 x 100 px

2 Product of the month

300 x 161 px

3 Content banner

300 x 161 px



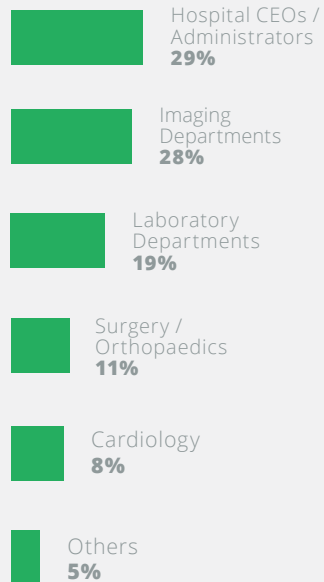
	Placement	Europe	GAS	Specifications
Super banner (header) <i>animation possible</i>	1) Homepage + category + subcategory 2) Category + subcategory 3) Homepage	3,900€ 2,900€ 2,700€	1,800€ 1,300€ 1,200€	Dimensions: 960 x 100 px File format: jpg/png/swf/html File size: 50 kb max.
Content banner <i>animation possible</i>	Subcategory	900€	400€	Dimensions: 300 x 161 px File format: jpg/png/swf/html File size: 50 kb max.
Text ad (slider)	1) Homepage + <i>teaser in newsletter</i> 2) Category + <i>teaser in newsletter</i>	2,500€ 2,100€	1,000€ 900€	• Copy: 3,400 characters max., • 1-3 pictures: 1 picture for the slider: 320 x 400 px
Text ad (widescreen)	1) Homepage + <i>teaser in newsletter</i> 2) Category + <i>teaser in newsletter</i>	2,200€ 1,900€	1,000€ 900€	• Copy: 3,400 characters max., • 1-3 pictures: 1 picture for the widescreen: 630 x 230 px
Text ad (bigscreen)	1) Homepage + <i>teaser in newsletter</i> 2) Category + <i>teaser in newsletter</i>	2,200€ 1,900€	1,000€ 900€	• Copy: 3,400 characters max., • 1-3 pictures: 1 picture for the bigscreen: 630 x 630 px
Text ad (smallscreen)	1) Homepage + <i>teaser in newsletter</i>	1,300€	750€	• Copy: 3,400 characters max., • 1-3 pictures: 1 picture for the smallscreen: 300 x 190 px
Product of the month	Category + <i>teaser in newsletter</i> Extra: 1 week on homepage	2,400€ 300€	1,000€ 300€	TEXT AD: Copy: 3,400 characters max., 1-3 pictures: 1 picture for the homepage: 300 x 370 px BANNER ON SUBCATEGORY: 300 x 161 px (animation possible) <i>Link to your microsite</i>
Video ad	Homepage (video slider)	1,800€	800€	MP4 (H.264); 5 minutes max.

Statistics

Newsletter in English up to **35,000** recipients depending on topic.

Newsletter in German up to **16,000** recipients depending on topic.

Breakdown by jobtitle & speciality



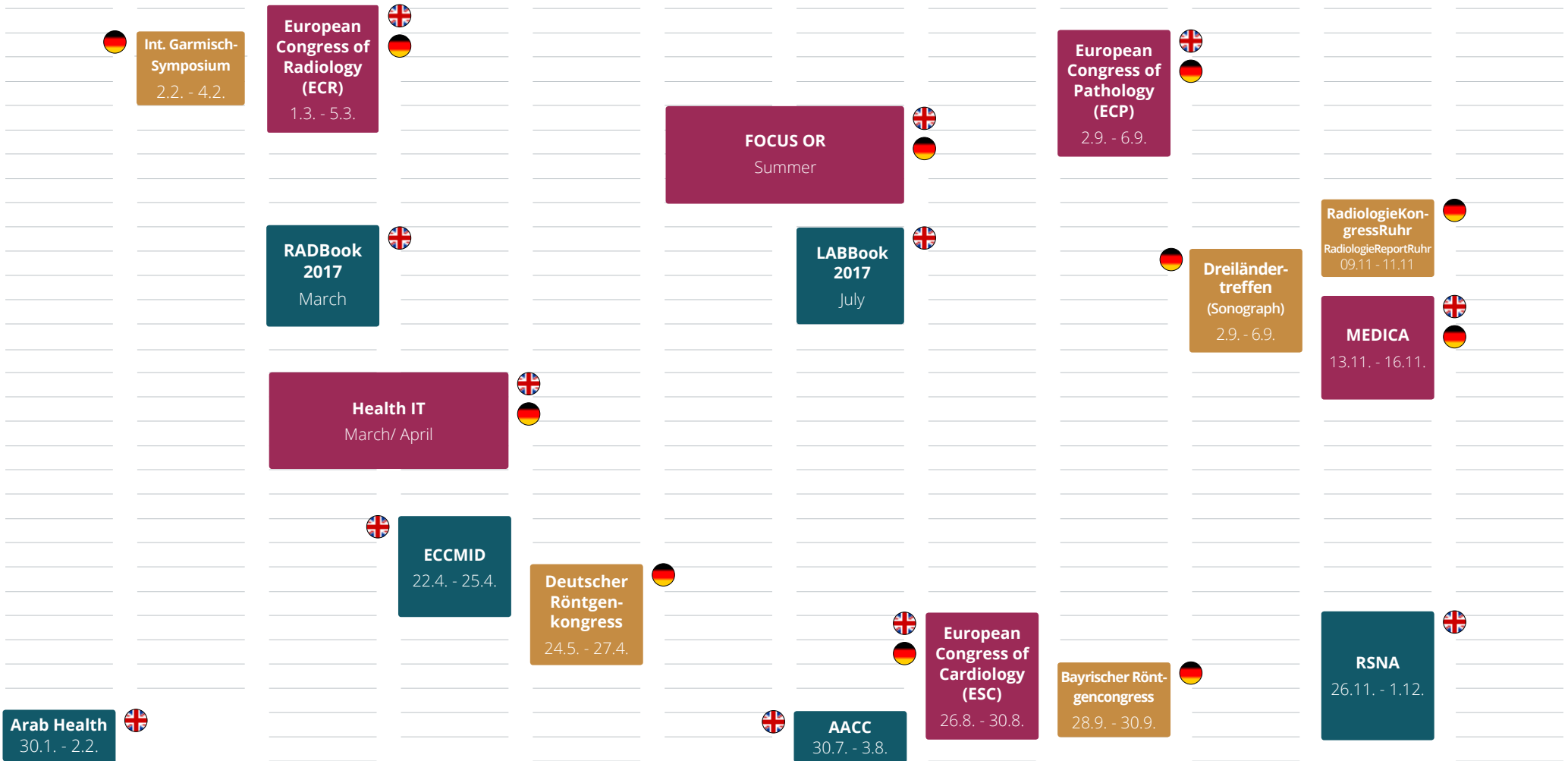
- 1 Sponsor banner 630 x 80 px
- 2 Text ad (newsletter) 300 x 190 px
- 3 Content banner 630 x 80 px

- 1 Sponsor banner 300 x 80 px
- 2 Text ad (newsletter) 300 x 190 px
- 3 Content banner 300 x 80 px

	Europe	GAS	Specifications	Frequency Europe	GAS
Sponsor banner <i>animation not possible</i>	1,500€	900€	Dimensions: Desktop version, 630 x 80 px + Link to your microsite Mobile version, 300 x 80 px + Link to your microsite File format: jpg/png (no flash) File size: 50 kb max.	monthly & in conjunction with congresses.	Newsletters accompanying congresses.
Content banner <i>animation not possible</i>	800€	500€	Dimensions: Desktop version, 630 x 80 px + Link to your microsite Mobile version, 300 x 80 px + Link to your microsite File format: jpg/png (no flash) File size: 50 kb max.	monthly & in conjunction with congresses.	Newsletters accompanying congresses.
Text ad (Newsletter)	1,150€	600€	<ul style="list-style-type: none"> • Copy: 3,400 characters max., incl. teaser and long version (incl. spaces, author and company profile) • 1-3 pictures: 1 picture 300 x 190 px • Link to your microsite 	monthly & in conjunction with congresses.	Newsletters accompanying congresses.
eBlast	Prices on demand. Please provide information about targeted groups and geographic region		Please provide us with an HTML file with links to the images on a host server. Alternatively you can provide a zip file containing all files - HTML and image files - in a folder without subfolders.		



January February March April May June July August September October November December



Delivery of material

The material for the banners has to be submitted two weeks prior to publication to guarantee smooth upload and timely start of the campaign.

Images

Standard formats are *.png and *.jpg/*.jpeg and total size must not exceed 50 kb. Please provide gifs, jpps and all other media in the smallest possible kb size.

Text

Advertising copy has to be delivered in *.doc, *.rtf or *.txt format

Java

Java ads (Java Script, Shockwave) cannot be incorporated due to security considerations, the potential impact on the users' computer capacity and a high frequency of system crashes.

Sound

Sound effects cannot be incorporated.

Target URL

Please always specify your target URL, which should not exceed 200 characters, and integrate flash directly (the site needs to open in a new window). No special characters and blanks in the file name. Do not enter any "mail-to" links.

We reserve the right to refuse advertising material for ethical, creative and technical reasons.

The principal is solely responsible for content, preparation, proper file formats, timely delivery of data files and data media.

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1. ADVERTISING ORDER

- (1) An advertising order in terms of these General Terms and Conditions is a contract to place advertising in one or more forms with information and communications services, esp. the internet, for the purposes of distribution, concluded between the principal and European Hospital Verlags GmbH ("EH").
- (2) The advertising order is subject solely to these General Terms and Conditions, the media data as well as the technical specifications, all of which constitute essential contractual elements. Any general terms and conditions of the principal or other advertiser are deemed expressly inapplicable to the extent they deviate in any way from these General Terms and Conditions. Analogously orders for advertising placement pertaining to online media or other media are subject to the respective general terms and conditions of the relevant media.

2. ADVERTISING

- (1) Advertising in terms of these General Terms and Conditions may be composed of one or more of the following elements, e.g.:
- an image and/ or text, sound and/ or moving images (among other things banners/ buttons),
 - a sensitive surface that establishes a connection to other data when activated (clicked) via an online address designated by the principal, subject to the control of the principal (e.g. a link),
 - text placed in a newsletter.
- (2) Advertising that cannot be immediately recognised as such by virtue of its design will be conspicuously identified as advertising.

3. CONCLUSION OF CONTRACT

- (1) Subject to individual agreements to the contrary, the contract is only deemed concluded by means of confirmation rendered in writing or by e-mail message or distribution of the order on line. The General Terms and Conditions also apply to confirmations rendered orally and by telephone.
- (2) To the extent orders are issued by advertising agencies, the contract is concluded with the advertising agency, subject to other written agreements. If an advertiser is to be the principal, then he must be identified by the advertising agency. EH is entitled to demand evidence of an engagement from the advertising agency.
- (3) Advertising for goods or services from more than one advertiser within the same advertisement (so-called association or collective advertising) requires the conclusion of an additional agreement either in writing or via e-mail message.
- (4) No exclusion of competition is possible.

4. PLACEMENT

- (1) If the principal does not express a placement preference for the advertising, the contract is deemed concluded by confirmation of the scope defined in the order. The advertising is placed with the agreement of the principal. Should this not be possible, EH decides exercising reasonable discretion and giving the greatest possible account to the interests of the principal.
- (2) Only spaces stated in the respectively valid price list, resp. technical guidelines will be used for placement of advertising.

5. COMPLETION DEADLINE

If when concluding the contract the principal is granted the right to call up individual advertisements then the order is to be completed within one year after the contract is concluded.

6. EXTENSION OF ORDER

When concluding contracts, the principal is entitled to call up additional advertising beyond that stated in the order within the agreed period and/ or the time limit stipulated under No. 5, subject to available capacity.

7. REIMBURSEMENT OF DISCOUNTS

- (1) If an order is not fulfilled for reasons beyond the control of EH then the principal is obliged to reimburse EH in the amount of the difference between the discount granted and the discount actually utilised, without prejudice to any other legal duties.
- (2) If not otherwise agreed the principal is entitled to claim retroactively his discount of his actual advertising utilised within one year, if he concluded a contract at the beginning of the time limit which entitles him to an discount based on the media data.
- (3) The claim for the discount lapses if it is not asserted within three months after the deadline year expired.

8. DATA DELIVERY

- (1) The principal is obliged to supply proper advertising material, in particular conforming to EH technical specifications in a timely manner prior to publication date. The principal bears the risk for transmission of the material designated for publication, in particular the risk of data loss. Data media, photographs or other documents belonging to the principal will be returned to him upon demand at his own expense and risk.
- (2) The duty of EH to retain the advertising materials ends three months after their last publication.
- (3) The principal is to bear the costs incurred by EH for changes to the advertising materials desired or caused by him.

9. REFUSAL AUTHORITY

- (1) EH reserves the right - even in individual call-ups in the context of a contract concluded - to reject or block advertising orders at any time, if
- their content violates the law or government regulations or
 - their content is subject to a complaint before the German Advertising Council (Deutschen Werberat) or
 - their publication is unreasonable for EH due to the content, origin or technical form.
- (2) In particular, EH can withdraw advertising material already published if the principal subsequently changes the content of the advertising material or subsequently alters the data to which the link refers and thus satisfies the conditions of paragraph 1.
- (3) If the principal is warned or has already rendered a cease and desist undertaking pertaining to certain advertising content, he is obliged to inform EH of this in writing without delay. If the principal fails to comply with this duty, EH may refuse any and all co-liability for damage arising from a repeated publication of the objectionable advertising.

10. LEGAL WARRANTIES

- (1) The principal warrants that he holds all the rights required for placement of the advertising material. The principal indemnifies and holds EH harmless for all third party claims in the context of this advertising order that might arise due to violation of statutory regulations. Furthermore EH is released from the costs of any legal defence that may be necessary. The principal is obliged to support EH in good faith with information and documents for legal defence against third party claims.
- (2) The principal assigns EH all the copyrights, licenses, service protection and other rights required for use as advertising in online media of any kind, including the internet, in particular to reproduce, distribute, transmit, send, draw from a database and call-up, for the time and content required to execute the order. In all cases the foregoing rights will be transferred free of restrictions as to location and authorise placement by means of all known technical methods as well as for all known forms of online media.

11. WARRANTY

- (1) EH warrants within the context of predictable requirements the best possible reproduction of the advertising material in compliance

with the respectively applicable technical standard. However, the principal takes notice of the fact that it is not possible to produce a programme fully free of errors given the state of the art. The warranty does not apply to immaterial errors. An immaterial error in the presentation of the advertising material is given in particular if it is caused by

- use of unsuitable depiction software and or hardware (e.g. browser) or
- disturbances of the communications network of other providers or
- computer loss due to system failure
- offerings on so-called proxy servers (interim memory) that are incomplete and/ or have not been updated or
- by a failure of the ad server of duration not exceeding 24 hours (continuous or cumulative) within 30 days after the contractually agreed placement begins.

In the event of ad server failure for a substantial period (more than 10 percent of the period booked) in the context of a time-based fixed booking, the principal is not obliged to pay for the period of the failure. All other claims are precluded.

- (2) In case of inadequate reproduction quality of the advertising material, the principal is entitled to claim a payment reduction or a substitute advertisement free from defects, however only to the extent that the purpose of the advertising material is impaired. In the case of miscarriage or unreasonableness of the substitute advertisement, the principal is entitled to payment reduction or cancellation of the order.
- (3) If any defects in the advertising documents are not obvious then the principal has no claims arising from insufficient publication. The same shall apply in the case of errors in repeated advertisement placements if the principal does not give notice of the error prior to publication of the next advertisement placement.
- (4) The principal is to review without delay whether the advertisement is published free of error and to give notice immediately of any possible defects. EH assures that immediately after receipt of a defect complaint the reported defect is removed. The principal only has a claim for damage compensation in the case of intent or gross negligence. The principal has the option of either a reduction in payment or publication of a substitute placement in the amount of cost for the defective advertising. Any further liability on the part of EH is precluded.

12. INTERRUPTION OF PERFORMANCE

If an order cannot be performed for reasons beyond the control of EH (such as software conditions or other technical reasons), esp. computer failure, force majeure, strikes, due to statutory provisions, interruptions for which third parties are responsible (e.g. other providers), network operators or service providers or for comparable reasons, the publication of an advertisement may be prevented or postponed without prior notification of the principal. Every obligation of EH to perform the contracts and render compensation for damages expires, in particular no compensation for damages will be rendered for advertising not published or not published on time.

13. LIABILITY

- (1) Claims for damage compensation arising from active breach of claims; defective contract and tortious actions arise only if intentional and grossly negligent on the part of EH, its representatives or agents. This does not apply to warranted properties and the breach of material contractual obligations; in cases of the latter liability is limited to predictable damage. In cases of slight negligence, claims for damage compensation due to impossibility of performance and default are limited to compensation of the predictable damage.
- (2) In case of gross negligence by ordinary performance agents, the vicarious liability toward enterprises limited to the scope of predictable

damage. This does not apply to the breach of material contractual obligations.

14. MEDIA DATA

- (1) The media data published in the internet at the time of order placement shall apply. The right to change is reserved with respect to enterprises. However, price changes are only valid for orders confirmed by EH if they have been announced at least one month prior to publication of the advertising material. In the case of a price increase the principal is entitled to withdraw from the contract. The right of withdrawal must be exercised within 5 working days after receiving notification of the price increase.
- (2) Discounts are determined according to the respective valid media data. In order to qualify for group discounts, the capital holding in group companies must comprise at least 50%. The claimant has the burden of proving that such a corporate relationship exists.
- (3) Advertising agencies and other advertising brokers are obliged to comply with the EH media data in their offers, contracts and invoices with those advertisers.

15. PAYMENT DEFAULT

- (1) In the event of payment default or deferral interest in the amount of 4.5% above the respective base rate and collection costs will be computed. EH can postpone further performance of the current order and demand pre-payment for the remaining placement in the event of payment default.
- (2) Justifiable doubt as to the principal's liquidity entitles EH to condition the publication of additional advertising material, even during the term of the contract, notwithstanding any payment target originally agreed, on prepayment of the amount and settlement of outstanding invoices.

16. BANKRUPTCY, JUDICIAL ADMINISTRATION, LITIGATION

In the event of bankruptcy or judicial administration, any discount is deemed expired. In the event of litigation the claim in dispute is again subject to the discount granted.

17. ORDER CANCELLATION/ AMENDMENTS, WRITING

Cancellation or amendment of the order including ancillary agreements and amendments to this clause must be in writing and are possible until 5 working days prior to the agreed placement date.

18. DATA PROTECTION

The advertising order will be handled in accordance with the data protection laws currently in force.

19. PLACE OF PERFORMANCE/ COURT OF JURISDICTION

- (1) The place of performance is Düsseldorf.
- (2) To the extent permissible, the court of jurisdiction is Düsseldorf. If the principal is not a merchant then the court of jurisdiction is governed by the provisions of the Code of Civil Procedure, to the extent that the domicile or usual place of residence of the principal is unknown at the time suit is filed or the principal has not relocated his domicile or usual place of residence outside the jurisdiction of the law after conclusion of the contract.

20. APPLICABLE LAW

The contractual relationship is subject exclusively to German law.

21. SEPARABILITY

Should a provision of the contract or these General Terms and Conditions be or become invalid the validity of the remaining provisions shall not be affected. The invalid provision is to be construed by such a valid provision that most closely approximates the economic purpose of the invalid provision.