

Media Information

No. 29
2017

Trade Publication for
IT ■ Network ■ Data Center

Print

E-Mail Newsletter

Electronic Media

Webcast

Direct Marketing

Events

Datacenter Symposium

www.lanline.de



LAC/2011



Characteristics Computer networks, IT infrastructure, and telecommunication system specialists will find that LANline is "their own" magazine. The publication provides the readers with competent support for the selection, integration, and management of professional network technology (e.g. LAN, MAN, WAN, WLAN, industrial and building networking) as well as storage, security, telecommunication technologies and Data Center infrastructure.

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Volume and year Volume 29, 2017

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86916 Kaufering

Phone +49 8191 9649-0

Fax +49 8191 70661

E-Mail service@lanline.de

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BIC POFICHBE

Office, Landsberger Str. 396
Editorial staff 81241 Munich
Phone: +49 89 4520572-5
Fax: +49 89 4520572-20

Editor-in-chief Dr. Jörg Schröper

Senior editor Dr. Wilhelm Greiner

Editor Kurt Pfeiler
Timo Scheibe

Media consulting anzeigen@lanline.de

Publisher representative CTJ Media Promotion
Cornelia Truchsess

Phone +49 89 71940003

Fax +49 8191 70661

E-Mail cornelia.truchsess@lanline.de

Advertising assistant Diemut Baldauf

E-Mail diemut.baldauf@lanline.de

Adminsitration Brigitte Wildmann

Phone +49 8191 9649-24

E-Mail brigitte.wildmann@itp-verlag.de

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retail price 9 €



Cornelia
Truchsess



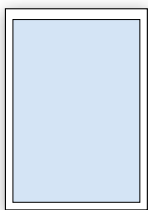
Diemut
Baldauf

Format	210 mm x 297 mm (width x depth), DIN A4 untrimmed size: 216 mm x 303 mm (width x depth)	
Type area	188 mm x 270 mm (width x depth) 3 columns, width of column 60 mm or 4 columns, width of column 44 mm	
Printing process	Rotary offset, adhesive binding, digitally produced. For further information see Transfer of Digital Ad Data on page 8. Reproduction costs for other artwork will be charged.	
Terms of payment	Payment is due 7 days after receipt of invoice. 2% discount upon immediate payment. All prices are net, no legal value added tax is included. Terms and conditions www.itp-verlag.de/agb	
Circulation audit	IVW	
	Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.	
Circulation analysis	Print run	37,190
IVW III/2014	Distributed circulation	37,091
	Copies paid	1,413
	Subscriptions	549
	Other sales	1,962
	Controlled circulation	35,129
	Rest	99

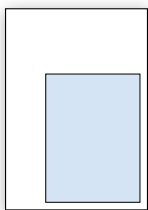
Geographical distribution analysis	Economic area	%	Copies
	Germany	94,4	35,303
	Abroad	5,6	2,091
Total Circulation		100,0	37,091

Distribution by postal code zone	%	Copies
Zone 0	3.6	1,260
Zone 1	4.0	1,400
Zone 2	7.9	2,765
Zone 3	9.6	3,360
Zone 4	13.3	4,655
Zone 5	11.1	3,885
Zone 6	11.4	3,990
Zone 7	18.8	6,580
Zone 8	12.6	4,410
Zone 9	7.7	2,695
Total Circulation	100.0	35,000

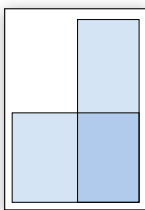
Source: Dateianalyse 2016



1/1 Page



Junior Page



1/2 Page

Size

in print space
(width × depth)



188 × 270 mm



140 × 180 mm



92 × 270 mm

188 × 125 mm

Trim size*

(width × depth)



210 × 297 mm



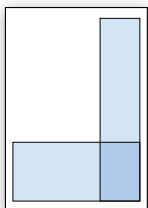
151 × 205 mm



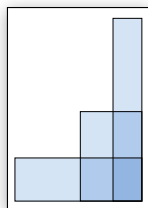
103 × 297 mm

210 × 150 mm

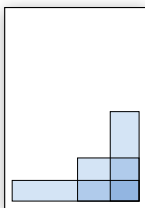
* plus 3 mm trim at the outer edges



1/3 Page



1/4 Page



1/8 Page

Size

in print space
(width × depth)



60 × 270 mm



188 × 80 mm



92 × 133 mm



188 × 57 mm



44 × 270 mm



92 × 57 mm



188 × 32 mm



44 × 125 mm

Trim size*

(width × depth)



71 × 297 mm



210 × 105 mm



210 × 82 mm



55 × 297 mm

Prices

Size	b/w	colors (European scale)
1/1 Page	5,400 €	8,100 €
Junior Page	3,520 €	5,400 €
1/2 Page	2,700 €	4,050 €
1/3 Page	1,800 €	2,700 €
1/4 Page	1,350 €	2,025 €
1/8 Page	675 €	1,022 €

Discounts

for 3 Pages	10%	for 3 ads	5%
for 6 Pages	15%	for 6 ads	10%
for 9 Pages	20%	for 9 ads	15%
for 12 Pages	25%	for 12 ads	20%

Special placement: 1/3 Vertical P. 3, 4, 5

For 2nd or 4th cover page 10% placement surcharge

Magazine format: 210 x 297 mm

Print space: 188 x 270 mm

Printing process: Rotary offset

Processing: Adhesive binding

Data format: Print data files as PDF with standard „PDF/X-1a“

Data transfer: Popp Media Service, Tel. +49 821 5675111

www.upload.poppmedia.de

Advertorial

Size 1/1 Page ca. 4,000 characters incl. image and logo

Size 1/2 Page ca. 1,800 characters incl. image and logo

Prices on request: anzeigen@lanline.de

Events	Issue	Date of Publication	Features with Market Surveys	Advertisement Closing Date	Editorial Closing Date	
	2	30/1/2017	Cabling: Cabling Systems and Components, Copper and Fiber Technology, Racks, Cable Testers, Cabling Service Providers, Inhouse Connectivity, Patch Panels, Cable Management, Media Converters, 10/40/100GbE, Cat. 6/6 _A /7/7 _A /8/8.1/8.2 Market Survey: Fiber Cabling and Connectors	Data Center Management: DCIM, KVM Technology, DC Planning and Certification; DC Norms, HVAC Management, UPSs, Infrastructure Management, Free Cooling, Chillers, Transformers, DC Security, PDUs Market Survey: DCIM Software	11/1/2017	12/12/2016
CeBIT 20. - 24. 3. Data Center Symposium Hanau 22. - 23. 2.	3	20/2/2017	Power Supply and Air Con in the Data Center: Energy Efficiency, Coolers, Emergency Power Supply, UPSs, Planning Tools, Raised Floor Technology, Hot Aisle/Cold Aisle Equipment, Sensors, Rack Systems, Hot Spot Cooling, DCIM, Water Cooling, Energy Recuperation Market Survey: UPSs	Enterprise Security: Firewall, VPN, IDS/IPS, Security Monitoring, Security Management, SIEM (Security Information and Event Management), Threat Detection Threat Defense, Incident Response, Malware, Ransomware, Phishing, Spear-Phishing, Social Engineering, Risk Management, Privacy, Data Protection Market Survey: VPN Solutions	1/2/2017	19/12/2016
HMI 24. - 28. 4.	4	20/3/2017	Smart Factory and M2M: Machine-to-Machine Communications, Internet of Things, IoT, Sensors, RFID, Wireless Technology, Standards, Norms, Interoperability, M2M Security, IPv6, NFC, Near-Field Communications, Field-Bus Systems, Scada, „Industry 4.0“ Initiative Market Survey: Industrial-Grade Switches	Structured Cabling: Cabling and Connector Systems, Copper and Fiber Cabling, Media Converters, Patch Cables, Patch Management, Approval Testing, Cable Trays, Hybrid Cabling (Power and Data), Power over Ethernet, Standardization Market Survey: Cable Testers	1/3/2017	3/2/2017
	5	20/4/2017	Smart Building: Indoor Cabling, HVACR, Facility Management, Powerline/Homeplug AV, Ethernet over Coax, CAFM, Access Control and IP Video Surveillance, Security Systems, Physical Security, Air Conditioning, Emergency Management, Power over Ethernet, Bacnet, IP-Based Measurement and Control Systems, M2M, Smart Home, Smart Metering Market Survey: Network Cameras	Data Center Infrastructure and Operations: Rack Systems, UPSs, Infrastructure Management Systems, Data Center Cabling, Cable Management, Power Supply, Air Conditioning, KVM Switches, Data Center Security, Access Control, Fire and Flood Protection, EMC Market Survey: Rack Systems	30/3/2017	2/3/2017

Events	Issue	Date of Publication	Features with Market Surveys	Advertisement Closing Date	Editorial Closing Date	
	6	22/5/2017	<p>Unified Communications: UCC, Voice over IP, SIP, IP Telephony Solutions, IP Phones, IP-PBX, Media-Gateways, IP Centrex, Unified Messaging, Fax, E-Mail, Instant Messaging, Video Conferencing, Web Collaboration, Social Collaboration, Solutions for Lync/Skype for Business, Enterprise File Sharing Systems /EFSS, File Transfer, Mobile Messaging</p> <p>Market Survey: IP Telephony Systems and IP Centrex</p>	<p>Fiber Cabling: Cabling and Connector Systems, Fiber Technology, Media Converters, Patch Cables, Patch Management, Approval Testing, Cable Trays, Hybrid Cabling (Power and Data), Standardization</p> <p>Market Survey: Optical Measurement Technology</p>	3/5/2017	3/4/2017
Datacenter Symposium Cologne 29.6.	7	22/6/2017	<p>Data Center Security and High Availability: Access Control, Physical Security, Video Surveillance, Redundancy, Resilience, UPSs, Backup Data Centers, Fire Prevention, Shelters, Alarm Systems, Remote Control, ILO Management, Lighting Control, Identity and Access Management, IAM, Security Management, Security Services, DCIM, Facility Management, Monitoring, Security Gateways</p> <p>Market Survey: Modular Cooling Systems</p>	<p>Wireless Technology for IT and Industry: Wi-Fi, 802.11n, 802.11ac, NFC , LTE, M2M, WLAN Controllers/Switching, WLAN Management, Wireless Security, WLAN Measurement, WLAN Cards, Antennae, Point-to-Point Radio, Bluetooth, WLAN Service Providers, Hotspots, Billing</p> <p>Market Survey: WiFi Access Points</p>	1/6/2017	1/5/2017
	8	20/7/2017	<p>SPECIAL Data Center Equipment and Cabling: Cabling Systems and Components, Media Converters, Copper and Fiber Technology, Rack Systems, Cable Testers, Cabling Service Providers, Patch Panels, Cabling Management Systems, UPSs, KVM Switches, EMC, Infrastructure Management Systems, Power Supply, Energy Efficiency, Air Conditioning, Physical Security, Fire and Flood Protection, Data Center Infrastructure Management</p> <p>Market Surveys: Copper Cabling and Connector Systems / Data Center Planning Service Providers</p>		3/7/2017	29/5/2017
	9	28/8/2017	<p>Endpoint Management: Mobile Computing, MDM, EMM, Mobile Security, Authentication, Encryption, Remote Control, IPSec/SSL VPNs, Smartphones, Tablets, Mobile Devices, Wearables, BYOD/CYOD</p> <p>Market Survey: Mobility Management/EMM</p>	<p>Network Analysis and Monitoring: Protocol Analyzers, Probes, Cable Testers, Certification, Network Monitoring, Performance Monitoring, Troubleshooting, Network Documentation, Expert Systems, Forensics</p> <p>Market Survey: Monitoring Tools/Protocol Analyzers</p>	9/8/2017	6/7/2017
it-sa 10. – 12. 10.	10	22/9/2017	<p>Cloud Security: Security as a Service, Cloud-based Security Software, Encryption, Security Management, Private Cloud, Hybrid Cloud, Managed Security, MSSP, Compliance, Privacy, Identity and Access Management, IAM</p> <p>Market Survey: Encryption for Mobile Devices</p>	<p>Physical Data Center Security: Access Control, Physical Security, Video Surveillance, IP Cameras, UPSs, Backup Data Centers, Fire Protection, Shelters, Alarm Systems, Remote Control, ILO Management, Lighting Control, Security Services, Facility Management, DCIM</p> <p>Market Survey: Alarm and Fire Detection Systems</p>	5/9/2017	4/8/2017

Events	Issue	Date of Publication	Features with Market Surveys	Advertisement Closing Date	Editorial Closing Date
Datacenter Symposium Munich 17. – 18. 10.	11	17/10/2017	Servers, Storage, Data Center Switching: Server Virtualization, Energy Efficiency, 64-Bit Servers, Big Data, Server Blades, HA, Server Management, Clustering, Hot-Swap Systems, Storage Virtualization, NAS, SAN, Fiber Channel, iSCSI, Storage Management, RAID, Optical Storage, Tape Libraries, Jukeboxes, Streamers, Hard Drives, SSDs, Flash Storage, Hyper-Converged Systems, Software-Defined Storage Market Survey: SSD Storage Arrays	Energy-Efficient Data Center: Power Supply, Cooling, Air Conditioning, UPS, Rack Systems, Infrastructure Management, Raised Floor, Hot/Cold Aisle, Free Cooling, Chillers, Transformers, DC Planning and Certification Market Survey: Intelligent PDUs	27/9/2017 25/8/2017
	12	20/11/2017	Cabling Systems and Components for IT and Industry: Copper and Fiber Cabling, Media Converters, Patch Cabling, Patch Management, Approval Testing, Cable Trays, Hybrid Cabling (Power and Data), Power over Ethernet, Blow-in Technology, Installation Support, Standardization Market Survey: Industrial-Grade Data Connectors	Unified Communications: UCC, Voice over IP, SIP, IP Telephony Solutions, IP Phones, IP-PBX, Media-Gateways, IP Centrex, Unified Messaging, Fax, E-Mail, Instant Messaging, Video Conferencing, Web Collaboration, Social Collaboration, Solutions for Lync/Skype for Business, Enterprise File Sharing Systems /EFSS, File Transfer, Mobile Messaging Market Survey: Video Conferencing	30/10/2017 22/9/2017
	1 2018	18/12/2017	Backup and Archiving: Backup Software and Appliances, Disaster Recovery, Snapshots, Replication, Cloud Backup, Tiered Storage, Information Lifecycle Management, Digital Preservation, E-Mail Archiving, Tamper-Proof Data Storage, Tape Libraries, Tape Drives, Removable Media, LTO, LTFS, RDX, WORM Market Survey: NAS Systems	End-User Computing: Mobile Computing, MDM, EMM, Mobile Security, Authentication, Encryption, Remote Control, IPSec/SSL VPNs, Smartphones, Tablets, Mobile Devices, Wearables, BYOD/CYOD Market Survey: Client Management Solutions	29/11/2017 27/10/2017
	2 2018	30/1/2018	Cabling: Cabling Systems and Components, Copper and Fiber Technology, Racks, Cable Testers, Cabling Service Providers, Inhouse Connectivity, Patch Panels, Cable Management, Media Converters, 10/40/100GbE, Cat. 6/6 _A /7/7 _A /8/8.1/8.2 Market Survey: Fiber Cabling and Connectors	Data Center Management: DCIM, KVM Technology, DC Planning and Cetrification; DC Norms, HVAC Management, UPSs, Infrastructure Management, Free Cooling, Chillers, Transformers, DC Security, PDUs Market Survey: DCIM Software	11/1/2018 11/12/2017

Digital data delivery for ads	Prior to digital advertisement delivery the advertising department must receive an official order. General advertising copy deadlines apply.
Data formats	We recommend data delivery in PDF/X-1a format. Otherwise please supply files in TIFF or EPS format. The resolution of continuous tone images must be at least 300 dpi and line art 600 dpi. Files for colored ads need to be transferred in CYMK. When using vector EPS files all fonts need to be converted or included in paths.
Data delivery	Please use this web address for transferring your digital print data www.upload.poppmedia.de
Delivery address	Popp Media Service, Anzeigen LANline, Herrenbachstraße 17, 86161 Augsburg

Off-print service

Characteristics	It is possible to order off-prints of articles. They consist of the issue's front page with the note „Sonderdruck“ and the respective article in the original layout.
Size	210 × 297 mm
PDF of the article	PDF preparation as well as transfer of rights, allowing any kind of internet usage: 200.- € Please send your request to: Cornelia Truchsess-Jacobi, Phone: +49 89 71940003 or +49 89 4520572-15 E-Mail: anzeigen@lanline.de

Loose inserts, bound inserts

Required print run	37,500 copies
Delivery date	advertising closing date, see Editorial Calendar pages 5-7 Bound insert formats
Bound insert formats	1 sheet (2 pages) untrimmed 216 mm wide x 305 mm high 2 sheets (4 pages) untrimmed 432 mm wide x 305 mm high
Partial inserts	minimum quantity 15,000 copies
Loose insert format	Max. width 200 mm x depth 290 mm
Price	on request (anzeigen@lanline.de)
Delivery address	for bound inserts, loose inserts and postcards: ADV SCHODER, Augsburg Druck- und Verlagshaus GmbH, Aindlinger Str. 17 - 19, 86167 Augsburg, Germany Receiving department: Am Mittleren Moos

LAC/2011

Leseranalyse Computerpresse
LAC/2011

LANline Readership is Ready for Investment

- 94,000 professional ITC-decision makers are reader of LANline
- LANline reader with above-average competence for ITC decisions
- LANline readership with big investment budgets for ITC

Planned Investments in ITC within next 12 Months	% of Readership	Projection Reader
up to 10,000 Euro	16	15,000
10,000 to 50,000 Euro	30	28,000
50,000 to 250,000 Euro	19	18,000
250,000 to 1 Million Euro	12	11,000
more than 1 Million Euro	9	9,000

Planned Investments in Products within next 12 Months	share and probably	
	% of Readership	Projection Reader
PCs, Workstations	97	91,000
Portables, Mobile PCs, Mobile Communications	96	90,000
Server	92	86,000
Network Components	93	88,000
Printer/MFP	93	88,000
Telecommunication Products	78	73,000
Security Solutions	87	81,000
Network Management Software and -Tools	83	78,000
Backup/Restore/Disaster Recovery	77	72,000
IT Service Management (e.g. ITIL)	49	46,000
Virtualization (Server, Storage, Desktop)	64	60,000
External Services (Backup, Hosting, SLA, Cloud, Training...)	90	84,000

More information about the market survey LAC/2011 on www.lac.de or on request: truchsess-jacobi@ctj-media.de

Newsletter Banner Ads and Text Ads

LANline Newsletter is a fast e-mail information service for IT executives, IT network and data center specialists. It aggregates the previous week's most important news and reaches the recipients directly at their workspace.

Subscription is free of charge.

One click on an advertisement is enough for the reader to directly reach the linked landing page. The number of ads per newsletter is limited.

Circulation Weekly (50 x per year), every Tuesday
34,600 (incl. Switzerland 2,300 and Austria 2,100)

Advertisement Closing Date Thursday, 12:00 p.m.

Text Ads 6 lines, approx. 70 words, incl. headline and hyperlink
(please send an e-mail to Brigitte Wildmann, brigitte.wildmann@itp-verlag.de, Phone: +49 8191 9649-24).

LANline SolutionFinder

LANline SolutionFinder presents information about nearly 4,100 solutions from 800 providers and is growing steadily. This portal gives guidance on product selection. It is conveniently structured and divided into categories. Users can set filters for their search. From the results, the user can create a side-by-side comparison of up to 5 products.

Premium Package

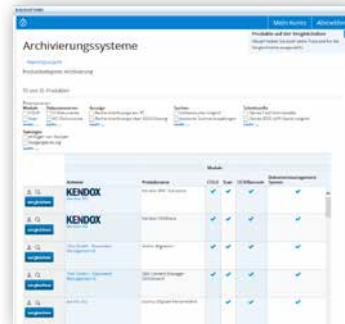
Product entries are generally free of charge. With the premium package, your entries will stand out. They always appear together with the logo at the beginning of the selected overview. Furthermore you can enhance your company profile graphically and content-wise in comparison to the standard version.

Price 398 € net per year

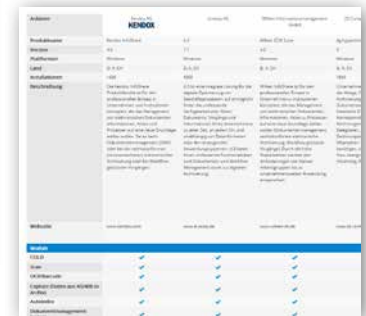
Superbanner (638 × 110 Pixel)
1 month 1.200 €
animated banner ads not possible

Banner ads (160 × 100 pixels)
1 month 600 €
animated banner ads not possible

Text ads
(6 lines, approx. 70 words
incl. headline and hyperlinks)
1 run 400 €
3 runs each 380 €
6 runs each 350 €



Market survey with prefilter



Comparative overview of product range

www.LANline.de

This is the top information portal for technical IT management in business. LANline.de offers relevant, comprehensive, and in-depth technical information and includes practical tools IT managers can use to research the current state of technology, their areas of interest, and research projects. Premium content, attractive contexts, and content highlights (market surveys, downloads, an extensive, well-researched specialist article knowledge base, technical background information, and much more) offer tremendous scope for individual communication approaches.

LANline as E-Paper

All LANline issues are conveniently available as e-papers, a special service for subscribers only. Of course all advertisements are directly linked.

Sizes and prices	Supersize Banner	728 × 90 px	€ 1,200 per month
	Rectangle Banner	300 × 250 px	€ 900 per month
	Banner	180 × 150 px	€ 690 per month
	File format		GIF or JPG
	Animated banner ads are not possible.		

LANline Security Awareness Newsletter

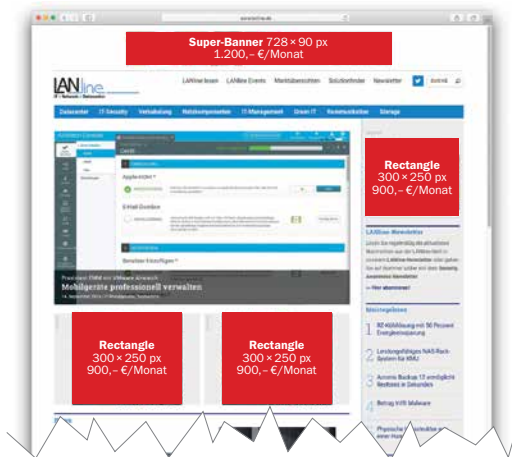
The LANline Security Awareness Newsletter is published on a biweekly basis and offers a unique service for security managers: information about new developments and special security hints for end users, which security administrators can easily distribute to nontechnical users, allowing them to create basic awareness campaigns. The newsletter allows embedding a short text advertisement addressed to security managers.

Video Advertorial

Teaser Text/Summary

The Video Advertorial directly appears on the LANline homepage. It consists of a teaser text and a start button. In contrast to traditional advertising/banners, this new platform addresses the viewers more directly and offers the possibility to explain complex topics in detail. Since this is an innovative form of advertising, it might attract special attention.

Availability: on request, minimum period 1 calendar month
Price per month: € 1,500 net (video is provided by the client)



Webcast/Webinar

The webcast is an interactive, web-based information service, lasting approx. 60 minutes. Speakers are presented talking to the auditorium and can share their applications. Chat or voice response is possible. Our full service for successful lead generation: target group selection, two-step e-mail invitation, reminder mail, building the landing page for registration participants, participant management and lead documentation, a how-to introduction to the presentation tool and moderation, recording of the presentation.

Target group selection:

- Regional according to country and ZIP code
- Industry
- Company size
- Position within the company

Form of presentation:

Live with application sharing, slide presentation. Participant response via chat or headset.

Documentation:

After the webcast, the client receives an evaluation of registrations and participants as well as the webcast recording, which will also be published on www.lanline.de. Prices and dates on request.

Prices and Dates Please contact anzeigen@lanline.de.

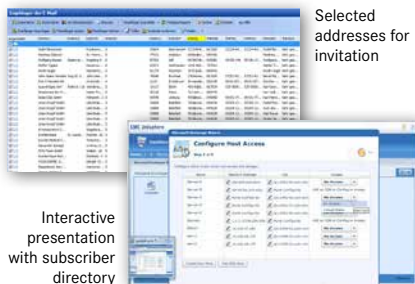
Video Advertorial

The new LANline Video Advertorial feature appears directly on our website, next to a text containing up to 360 characters. In comparison to conventional advertising methods, this feature enables the client to address potential customers directly and to explain a complex topic or product in detail. This innovative advertising platform is not yet widely used in Germany and therefore even more eye-catching.

Price: € 1,500 per month



Example login page



Selected addresses for invitation

Interactive presentation with subscriber directory

Data required:

1. Text and link via e-mail
2. Transfer of video file via a cloud-based file transfer service such as <https://www.wetransfer.com/>. Upon receiving the client's file, we will check the availability before we upload the video advertorial onto our website.

LANline Events

- Valuable concept and practical knowledge within a short period of time
- Highest quality due to LANline editors' participation
- Networking platform for insiders in an exclusive setting
- Renowned speakers are proven industry experts, come from the field of product development, work with standardization and put emphasize practical benefits

Sponsoring Opportunities – Demand-Oriented and Customized

Event sponsoring creates a link between your corporate brand and the possibility to generate numerous qualified leads – all this achieved via one integrated an cost effective sponsorship package. Take this opportunity to establish some valuable contacts during the event! Inform decision makers of medium-sized and large companies about the advantages of your products and services! The various sponsorship packages were developed for maximum brand and product awareness.

Advantages of becoming a sponsor:

- Image improvement
- Increase awareness for your company
- Generation of qualified leads
- Establishment of new valuable contacts
- Customer care
- Presentation of products and services
- Choice of presentation options with lasting impact
- Acquisition of new cooperation and business partners
- Keynote speeches

LANline Tech Forums

With up to 15 events per year in Germany, Austria, and Switzerland, LANline events stand for professional, service oriented events in various fields of information technology.

LANline Tech Forums address current network topics in oneday or twoday events. The spectrum ranges from LAN/WAN cabling to data center infrastructure including cooling and power.

Top-ranking research experts with extensive practical experience speak independently about overcoming challenges in IT managers', network administrators', data-center managers', and administrators' everyday work.

With up to 400 participants per Tech Forum, this event series is a well-established industry meeting place.

www.lanline-events.de

Tech Forums planned for 2017:

Event	Location	Date
Cabling – Networks – Infrastructure	Munich	February
	Zurich	March
	Hanover	April
	Berlin	May
	Stuttgart	July
	Cologne	September
	Fulda	October
	Vienna	November

Contact:

Alicia Clees, Event Sales, E-Mail: aclees@toplist.de
 Phone: +49 8122 8472128; Mobile: +49 172 4089096

Datacenter Symposium

Today data centers form the backbone of every company. Poor performance, insufficient energy efficiency or even unplanned downtime or breakdowns cause a loss of both money and reputation.

In various tracks, **Datacenter Symposium** will demonstrate to decision-makers how their data centers can overcome present and future challenges. The Symposium is a new high-profile event, based on cooperation between the trade journal LANline and the DCE Academy.

A special characteristic is the practical relevance, experienced in interactive training sessions on core datacenter topics.

Being a **sponsor of Datacenter Symposium** opens up excellent opportunities for you to reach data center planners as well as decision makers in the IT and data center industries. You can demonstrate your competence at the highest levels.

Via presentations given by highly qualified specialists, participants gather valuable field-proven information and suggestions which they can directly and successfully implement in their own environments. In special parallel training sessions, professional coaching will assist in developing solutions to individual challenges for subsequent presentation in plenary. This way, participants will benefit from their peers.

Networking and the exchange of experiences is another essential part of Datacenter Symposium. Breaks, discussions with exhibitors, and the informal atmosphere of the evening event will provide plenty of opportunity for this.

Target group:

Directors, managers, IT managers, data center managers, data center and data center infrastructure planners and operators, procurement managers, controllers, data center administration specialists, and system administrators.

www.datacenter-symposium.de



Hanau, Congress Park,
February 22th + 23th, 2017

Cologne, Marriott Hotel,
June 29th, 2017

Munich, Alte Kongresshalle,
October 17th + 18th, 2017

Contact: Cornelia Truchsess-Jacobi
Phone: +49 89 71940003 or +49 170 3372234
Fax: +49 8191 70661
E-Mail: cornelia.truchsess@lanline.de

General Contractual Provisions Regarding Advertisements and Printed Inserts

- 1) „Anzeigenauftrag“-Contract for Advertising as applied in the following General Contractual Provisions is a contract for the publication in print form of a single or several advertisements of a commercial nature for the purpose of dissemination.
- 2) Advertisements in the event of doubt or uncertainty may be recalled within one year subsequent to the entering into the relevant contract. If the provisions of the contract permit the recall of single advertisements, performance is to be completed within one year of the appearance of the first advertisement, provided that the first advertisement is recalled in conformity with paragraph 1 and is published.
- 3) If performance is not rendered for circumstances within the control of the publisher, the customer, notwithstanding any additional legal obligations, has the right to have the corresponding difference deducted or reimbursed by the publisher. Reimbursement will not apply, when non performance is due to natural disasters affecting the operation of publication.
- 4) The inclusion of advertisements and printed inserts in specific issues or in specific location(s) of any given issue will occur, if and when the customer has declared that the advertisement or printed insert should appear in particular issues or have particular placement within a given issue, and this has been agreed upon by the publisher in writing.
- 5) Typeset advertisements (in columns) shall be printed in the respective format in which they are received without the necessity of express agreement.
- 6) „Textteil-Anzeigen“ are advertisements which are bordered on at least three sides by articles and do not border other advertisements.
- 7) Advertisements which by virtue of their editorial design are not recognizable as advertisements shall be designated as such by the publisher with the word “Anzeige“ appearing next to or above them.
- 8) The publisher reserves the right to refuse publication of advertisements as well as printed inserts, including those within the scope of an existing contract on account of content, origin, or for the sake of maintaining the technical, aesthetics or material principles of the publishing house, when their content upon careful consideration is found to be in violation of the law, administrative decree, or public morality, or that their publication is unacceptable to the publisher. This applies as well to agreements entered into by officers, representatives or other personnel.
- 9) Contracts concerning printed inserts shall be binding upon the publisher subsequent to his receiving a model of the intended printed insert and his approval. Printed inserts, which due to their format or layout give the reader the impression of being a component of the newspaper or magazine or contain unauthorized advertisements shall not be accepted.
- 10) The customer is responsible for the timely delivery of the correct text of advertisements and flawless copy of printed inserts and attachments etc. The publisher demands immediate substitution for unsuitable or damaged manuscripts, photographs, copies or drafts etc. submitted. The publisher guarantees customary standards of reproduction quality within the scope of possibility afforded by the material submitted.
- 11) The customer has a claim for a reduction in price or a correct replacement in the event of completely or partially incorrect reproduction of the advertisement, but only to the extent to which it has had a negative effect. If the publisher fails to provide him with a correct replacement advertisement within a reasonable amount of time, the customer has the right to withdraw from the contract. Claims of damages arising from positive breach of contract, debts accrued from contract negotiation and unlawful acts – including those entered into telephonically – are excluded. Claims for damages arising from impossibility of performance and delay are limited to replacement of foreseeable damages and to the respective advertisements or printed insert for remuneration. This does not apply to international and gross negligence of the publisher, or his legal representatives. Liability of the publisher for damages arising from failure of guaranteed characteristics remain unaffected. Moreover, in transactions of a commercial nature the publishing house assumes no liability for the gross negligence of support staff. In the remaining instances liability attributed to business personnel is limited to foreseeable damage up to the amount of the respective remuneration for the advertisement. To be valid, customer complaints must (excepting those of a non apparent nature) be lodged in writing within four weeks following receipt of the invoice.
- 12) Test copies (proofs) shall only be delivered upon express demand. The customer bears responsibility for the accuracy of the returned test copies. The publisher takes into account all correction of errors, sent to him within the deadline set at the time of transmission.
- 13) If no specific instructions as to size are given, the type shall be set as is customary for advertisements and invoicing in accordance with the actual size.
- 14) Should the customer fail to make prepayment, the invoice shall be sent as soon as is feasible, but in any event fourteen days following the advertisement. The invoice is to be paid within the time frame specified on the price list, starting with receipt of bill; unless in the particular instance another payment period of prepayment has been agreed upon. Any discounts for advance payment shall be honoured according to the terms of the price list.
- 15) Delay or extension of payment will result in the imposition of interest at the amount of 12%, including collection fees. The customer however retains the right of proving substantially lesser damages. When payment is delayed, the publisher may postpone the execution of the current contract and demand advance payment for the remaining advertisements. Upon a reasonable basis for doubting a customer’s ability to pay, the publisher is entitled to insist upon payment in advance and balancing of outstanding invoices as a condition to the appearance of further advertisements notwithstanding any previously agreed upon schedule of payments.
- 16) A drop in circulation may give rise to a claim for a reduction in price in contracts for more than one advertisement, if the sum average of the first advertisement of the beginning year of advertisement of the price list or otherwise stated average circulation, or – if circulation is not stated – the average number of issues sold (as per technical journals if necessary the average number actually disseminated) falls below that of the previous calendar year. A reduction in

circulation only allows for a reduction in price, if it amounts to as follows: for circulation up to 16,000 copies of 20 per cent; for circulation up to 25,000 copies of 15 per cent; for a circulation up to 30,000 copies of 10 per cent.

In addition, claims for reduction in price contractually entered into are exempt, if the publisher has timely informed the customer of a drop in circulation and was capable of withdrawing from his obligation to place advertisements.

- 17) For serial advertisements the publisher exercises the standard of care of an ordinary business person. Registered and express mail shall be forwarded at normal postal rates. The publisher reserves the right in the interests and for the protection of the client to open incoming offers to eliminate the abuse of serial service and peruse the contents. The publisher is not obliged to forward commercial promotions and/or offers to bid.
- 18) Drafts of advertisements shall be returned to customers only upon specific request. A duty to retain custody of drafts ends three months following the expiration of the contract.
- 19) The mutual place for execution of the contract is the site of the publishing house. For commercial transactions involving business people or legal entities, litigation shall be in the jurisdiction where the publishing house is situated. To the extent the legal claims of the publisher cannot be satisfied through summary proceedings, jurisdiction shall be determined by the domicile of the non-commercial party. If the customer's domicile or usual place of abode, (including non commercial parties) is unknown at the time suit is brought or the customer, subsequent to entering into the contract, has relocated his domicile or usual place of abode, then jurisdiction is herewith agreed to be the place of the publishing house.

Additional Commercial Provisions of the Publisher

- a) The publisher exercises the standard of care customary of the industry in its handling and proofreading of advertisement texts, however does not assume liability if he has been misled by the customer. The submitting party is obliged to bear the costs of publication of a retraction should the advertisement contain any false assertions of fact and will pay at the going rate.
- b) The customer bears the responsibility for the content and legality of the language and pictorial representations. The customer agrees to release the publisher of any legal claims brought by third parties as a result of execution of the contract even if they are not timely suspended. The publisher is under no responsibility to examine projects and advertisements to determine whether they violate the rights of third parties.

The customer has no claims against the publisher for the appearance of advertisements which have not been timely suspended. The customer holds the publisher harmless for all claims arising from copyright infringement.

- c) Cancellation of placed orders must be in writing. When an order is cancelled the publisher may claim payment for performance already rendered.
- d) To avoid the mixing up of private advertisements, commercial advertisements must be plainly and distinctly noted as such. The use of markings is done at the risk of the customer. He releases the publisher of claims brought by third parties, which have arisen out of the use of insufficient markings.
- e) Cases of natural disaster including matters not the fault of the publisher such as labour strikes will release the publisher from obligation to execute the contract and claims for damages.
- f) The publisher reserves the right to set special prices for advertisements in publishing inserts, special printings and composite pages. He further reserves the right to settle faulty accounts (over payments, under payments) within six months of transaction. Advertisements from abroad will proceed without charge for value added tax (VAT) at the legal rate in instances where the German Financial Administration has imposed a duty to pay it.
- g) Advertisements set in columns are invoiced with vouchers by means of electronic data processing as a component of the invoice for advertising. Original copies can only be delivered by computation.
- h) The sales representatives and advertising agencies are obliged to abide by the terms of the publisher's price list in their offers, contracts and invoicing. Fees established by the publisher for sales and advertising agencies may not be passed along to the customer either whole or in part. Advertising contracts from advertising representatives and advertising agencies shall be invoiced to them in their name.
- i) Confidentiality of Documents: Pursuant to para. 26 of the Federal Law Regarding the Confidentiality of Document, the necessary customer and delivery data shall be encoded and preserved by means of electronic data processing.
- j) Markings and design of advertisements are to be timely and mutually agreed upon with the publisher prior to their appearance.