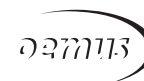


# ONLINE 2019



Price list valid as of 01 January 2019  
Non-binding revision July/August 2018 – subject to change



**ZWP** ONLINE



Try it now!



# Content

4	About ZWP online	34	Direct Sales & Information Tool
6	User access to ZWP online	37	Trade fair guide app
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# ZWP online – modern and user-oriented

With [www.zwp-online.info](http://www.zwp-online.info), the Leipzig-based publishing house OEMUS MEDIA AG operates the largest news and information portal for the entire German-speaking dental industry. Readers are given daily news about the profession in the categories of politics, education and science, as well as market and product information. ZWP online currently attracts a monthly average of 230,000 visits and around 450,000 page impressions. In other words, the portal reaches practically the entire target group. The news platform makes use of all the features that modern media technology currently has to offer. This includes responsive design for all mobile devices, unrestricted readability on all popular tablets, the ePaper function for all OEMUS MEDIA publications, and a CME community. Readers visiting ZWP online benefit from a structured combination of print and interactive online media that won't be found anywhere else.

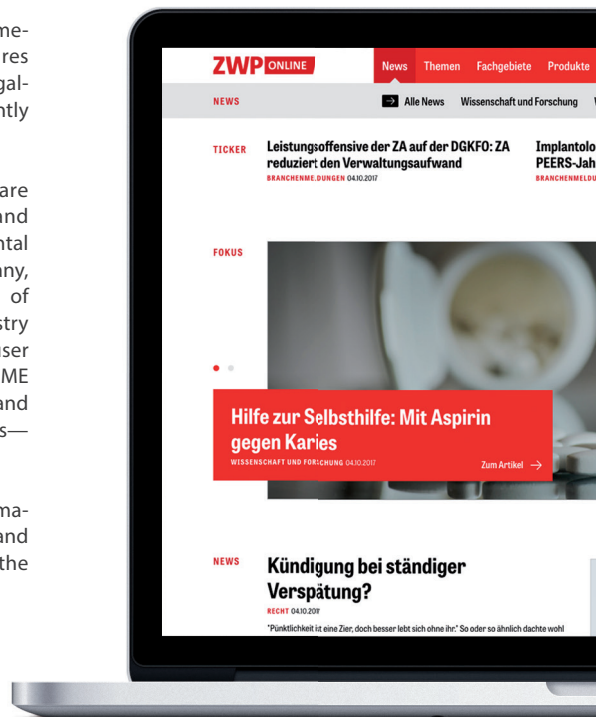
One of the key components for advertising on ZWP online is the company profile pages (described in more detail on page 20). These give the company the opportunity to present itself

and its products and services in multiple media. The editorial team furthermore ensures all company-related news, articles, videos, galleries, CMEs and live OPs remain permanently interlinked.

Readers in Switzerland and Austria are reached through [www.zwp-online.ch](http://www.zwp-online.ch) and [www.zwp-online.at](http://www.zwp-online.at), respectively. Thus, dental medicine and technology experts in Germany, Austria and Switzerland can stay abreast of the latest and most relevant news, industry briefs and specialist articles from the field, user reports on new approaches to therapy, CME courses, webinars, livestreams, and dates and details regarding congresses and trade fairs—all under the umbrella of ZWP online.

The portal furthermore presents all information of use and interest to dental practices and their specialisations, including managing the practice, managing staff, and legal matters.

The Media Centre holds a comprehensive store of cross-platform video content on dental medicine, comprising





It takes new ideas to create successful concepts  
and thus an added value for the user.

---



more than 900 video contributions from science and practice, and over 35,000 pictures from all therapeutic areas of dental medicine, organised into more than 2,200 picture galleries.

New reader groups are continually being reached, with currently as many as 55,000 recipients of free weekly newsletters covering the most important topics for generalists and specialists. In the most recent years, the Internet has been the strongest growing information channel for the dental professional target group.

Relaunched in time for IDS 2017, the portal has evolved to reflect modern media consumption habits. A modern, optimised user interface and clear, intuitive navigation are the main features of the new online presence at [www.zwp-online.info](http://www.zwp-online.info). Its responsive, adaptable design furthermore ensures the content displays perfectly on all devices.



Give the portal  
a try now!

# User access to ZWP online

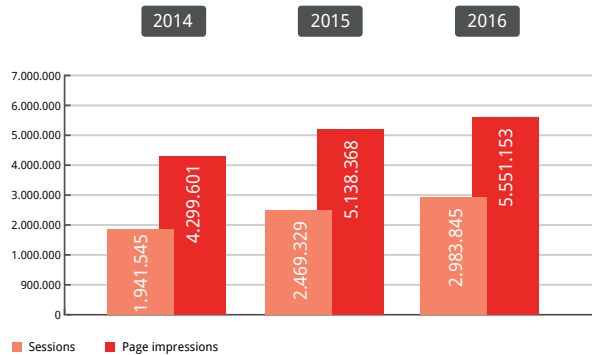
The news and information portal is read not only by dentists, but also by practice staff, dental technologists and orthodontists.

Users navigate to ZWP online through various channels:

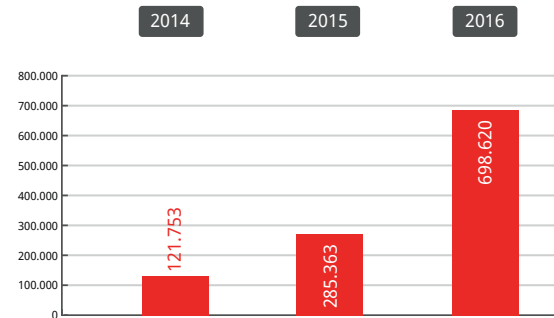
- Direct browsing to the home page
- iPad app and mobile version
- Newsletter
- QR codes and references given in print products
- Word-of-mouth referral through social networks
- Links embedded in eBooks or ePapers
- Google searches
- External sites (Yahoo, Bing ...)
- Videos
- Picture galleries
- CME community



## Sessions and page impressions on ZWP ONLINE



## Mobile user access to ZWP ONLINE

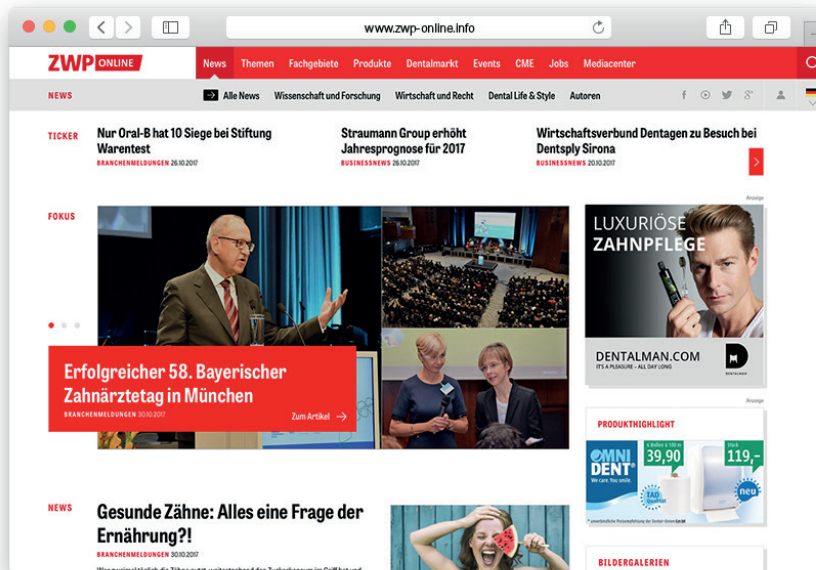


In 2017, there were nearly 2 million sessions and 3.2 million page impressions recorded on the dental news and information portal ZWP online. Currently, somewhere between 200,000 and 250,000 sessions are recorded each month,

with an average of 250,000 to 300,000 pages called in total. Accesses in the mobile segment have more than doubled. Nearly 1 million accesses were made from phones and tablets in 2017.

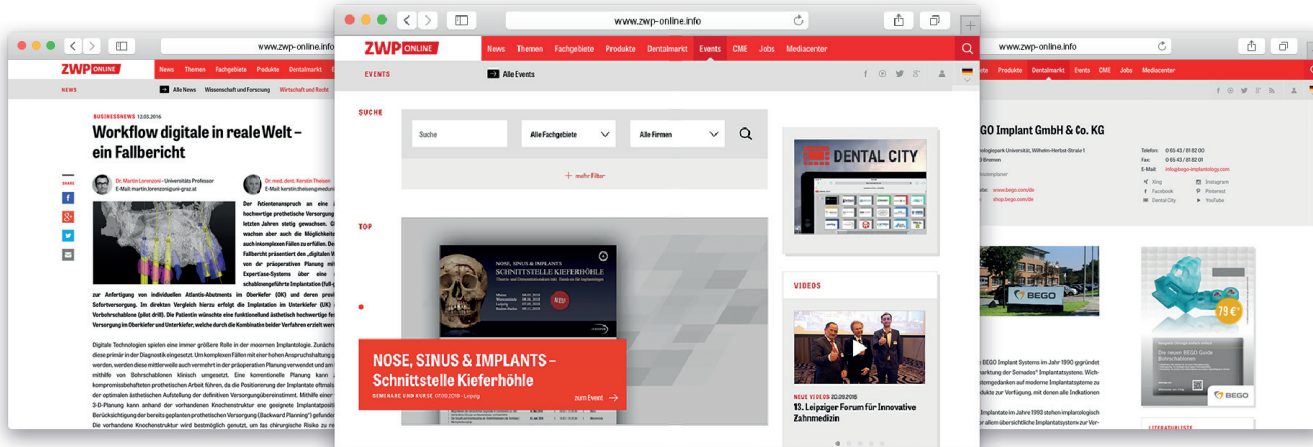
# User first. Mobile first. Content first.

Modern design and short, clear navigation paths



Right in time for the leading trade fair for the dental industry, the IDS, Germany's most successful dental news and information portal ZWP online not only has a new look but has also been completely refurbished, and impresses for its successful combination of design and functionality.

In the most recent years, the Internet has been the strongest growing information channel for the dental professional target group. Relaunched in time for IDS, the portal has evolved to reflect modern media consumption habits. A modern, optimised user interface and clear, intuitive navigation are the main features of the new online presence at [www.zwp-online.info](http://www.zwp-online.info). Its responsive, adaptable design furthermore ensures the content displays perfectly on all devices.



## Two clicks to the information you seek

Dentists use the Internet several times a day, both professionally and privately, as a medium to stay informed about their field. In order to make it even more comfortable to find the sought information, the original navigation concept has been completely overhauled. The new, two-stage navigation system makes it easier than ever to browse the portal and find information, thus guaranteeing high user friendliness. Now, readers need only a few clicks to get directly from the main navigation to the content

of interest. The new fly-out menu provides the same quick access to daily content as the home page of the news and information portal. Simple, clear structures and a reduced, functional design guarantee a pleasant reading experience and relaxed handling for users—both in the desktop and mobile segment.

## Continuing education as an interactive experience

One highlight of the relaunch is the CME category and, with it, many diverse opportunities

for continued dental education. Readers can now easily and flexibly top up their CME credits by following CME lectures, livestreams and CME videos. From four competence centres in Germany and Switzerland, renowned lecturers will use livestreams to give registered users a look in the OP room and to answer their specific questions. Education never has to be boring again. The range of interactive education services grants practice owners and dental staff an adventurous, efficient and diversified continuing education.

## ZWP online opens up entirely new possibilities

If content is to appeal to the dental readership and at the same time inspire them, it has to be informatively presented and readily accessible from any device at any time. The successful dental news and information portal ZWP online has addressed this

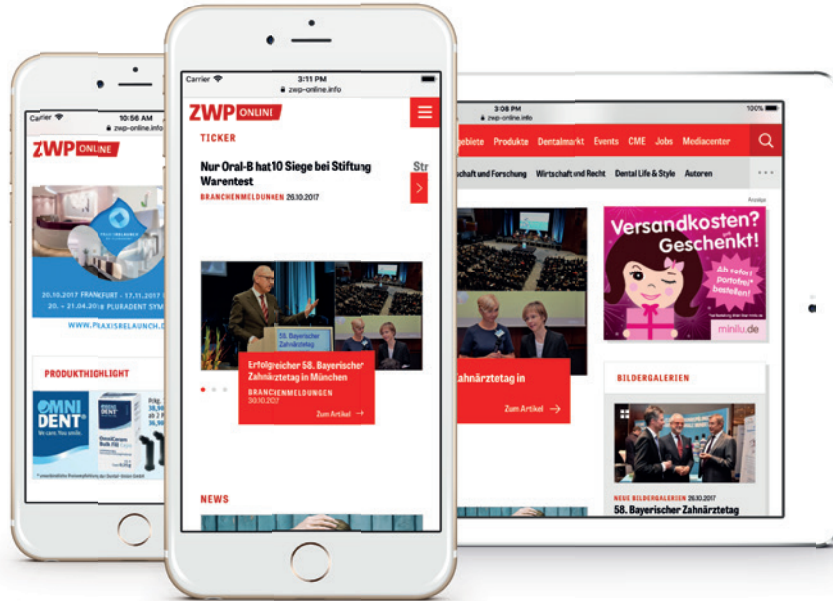
important aspect with its 2017 relaunch. Besides a new, user-friendly interface, new options for content reuse and better access from all devices, the new responsive design gives advertisers above all new possibilities for ad placement.

- Videos, galleries and advertisements are announced on an equal level with news content as top reports in the home page slider
- Responsive design of ZWP online ensures everything the portal has to offer, including advertisements, is displayed correctly on all devices such as tablets and smartphones
- New possibilities of content reuse exist in the form of:
  - Sponsored specials
  - Livestreams
  - News ticker
  - Video CME



Note for customers and agencies:  
Future HTML5 banners must be supplied in a responsive form and optimised for Retina displays.

(This is described in more detail below)



## Focus on mobile

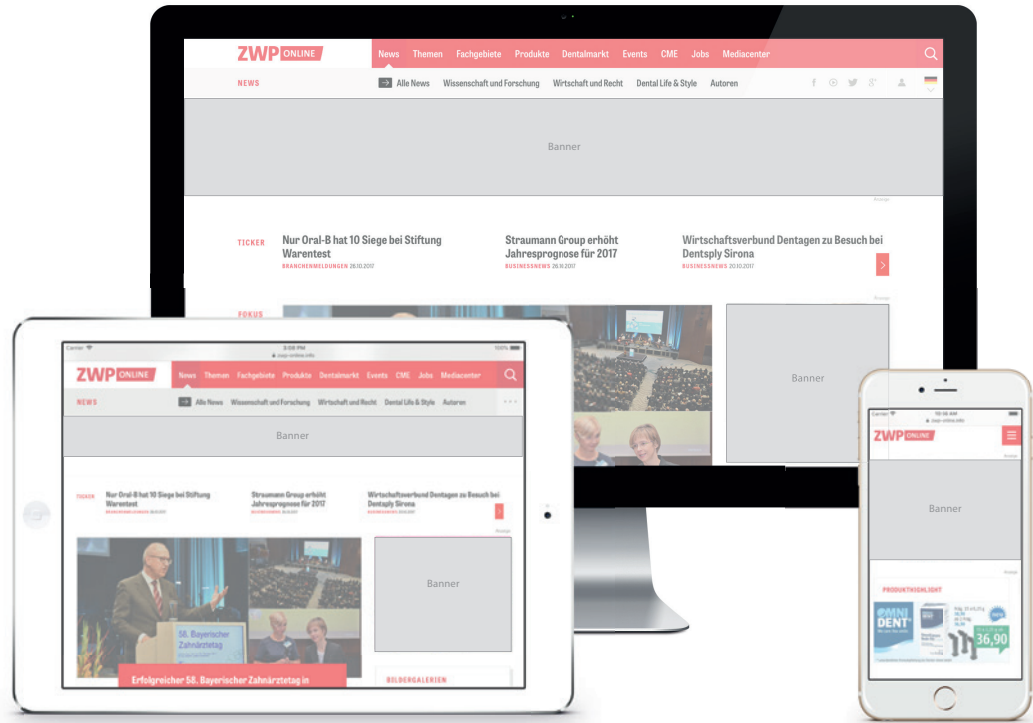
- Responsive display
- Relevant content in view
- News ticker
- Minimal scrolling
- Large pictures
- Shorter navigation paths
- Improved usability
- Mobile pop-up

# ZWP online banner formats

Since the relaunch of the portal, customers have more options than ever before for advertising on ZWP online. One example is the creation of new, fashionable banner formats that, thanks to the responsive design, are displayed on all devices, including mobile devices such as tablets and smartphones. Pop-ups are a special case that can be booked as exclusively mobile or exclusively desktop variants. Detailed ad-management smartly distributes the banners over all pages of the portal to ensure maximum reach.




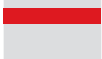
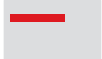




Note for customers and agencies:  
All banners are required to support each variant (desktop, tablet and smartphone).  
Thus, each banner must be provided in 3 different formats!














## Formats/Pricing

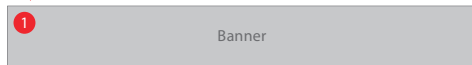
Banner format		Desktop 	Tablet 	Smartphone 	10,000 impressions	20,000 impressions	50,000 impressions
Full-screen* **		1,348 x 200 px 2,696 x 400 px for Retina	728 x 90 px 1,456 x 180 px for Retina	320 x 50 px 640 x 100 px for Retina	€ 1,150	€ 2,300	€ 4,450
Content banner* **		796 x 90 px 1,592 x 180 px for Retina	728 x 90 px 1,456 x 180 px for Retina	320 x 50 px 640 x 100 px for Retina	€ 750	€ 1,500	€ 2,850
Rectangle medium* **		336 x 326 px 672 x 652 px for Retina	300 x 250 px 600 x 500 px for Retina	300 x 250 px 600 x 500 px for Retina	€ 950	€ 1,900	€ 3,610
Rectangle small* **		336 x 180 px 672 x 360 px for Retina	300 x 180 px 600 x 360 px for Retina	300 x 180 px 600 x 360 px for Retina	€ 950	€ 1,900	€ 3,610

## Special advertising formats

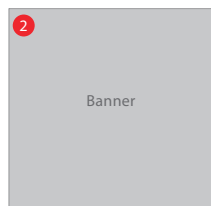
Banner format		Desktop 	Tablet 	Smartphone 	1-day run	7-day run
Slider banner* **		888 x 440 px 1.776 x 880 px for Retina	888 x 440 px 1.776 x 880 px for Retina	888 x 440 px 1.776 x 880 px for Retina	€ 950	
Fly-out banner* **		244 x 140 px 488 x 280 px for Retina				€ 450

\*If you wish, the ZWP online team will create your banner for you (price upon request). \*\*Banner file formats: JPG, PNG or GIF; static images max. 100 KB; animated GIFs max. 1 MB

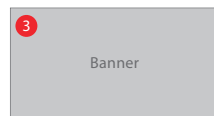
## Banner placement

**NEW**


Content banner\*



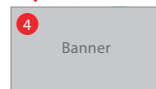
Rectangle medium\*



Rectangle small\*

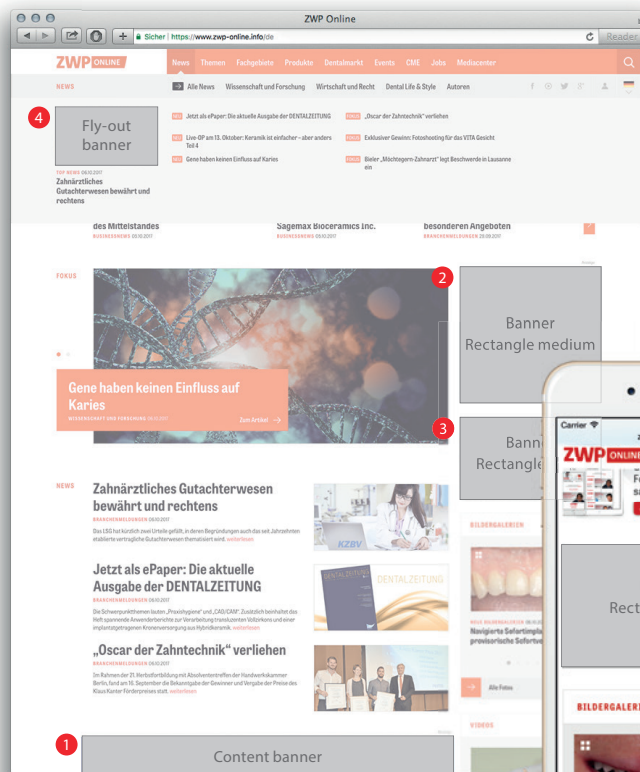
## Special format

Fixed placement in the fly-out menu of the respective page.

**NEW**


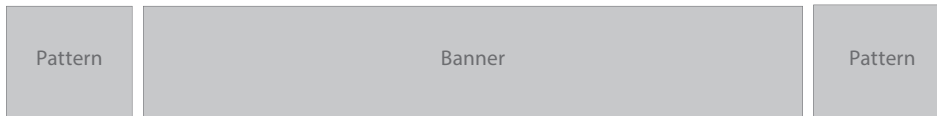
Fly-out banner

€ 450  
(7-day run)



\* Banner formats are delivered on both desktop and mobile;  
see example 5

NEW



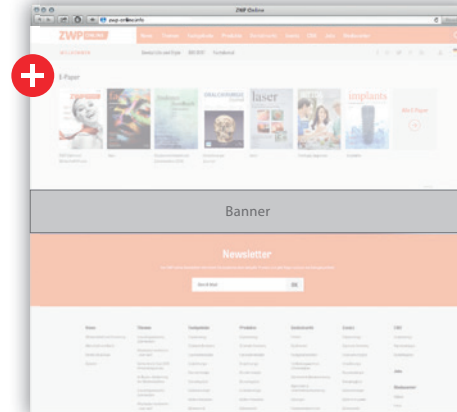
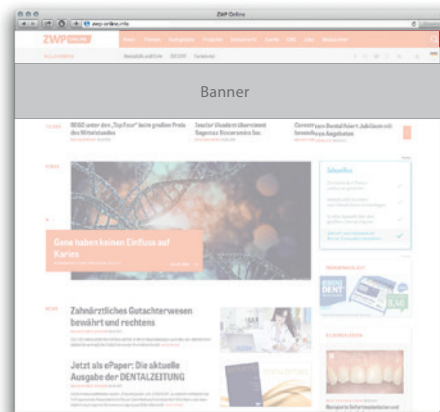
Full-screen

+ Display in the header and footer

Filling the area to the edge of the browser by specifying the

a) Hexadecimal code

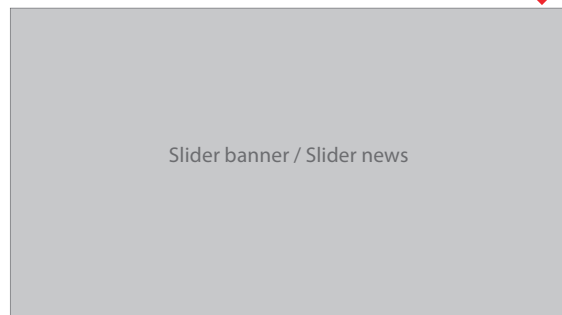
b) Pattern



# Special advertising formats

slider banner

NEW



Slider banner – home page\*

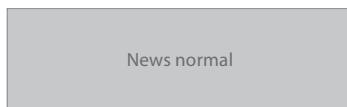
888 x 440 px  
1,776 x 880 px for Retina

Set price: 950 Euro  
(1-day run)

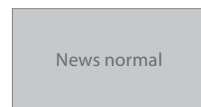
Slider news – home page\*

888 x 440 px  
1,776 x 880 px for Retina

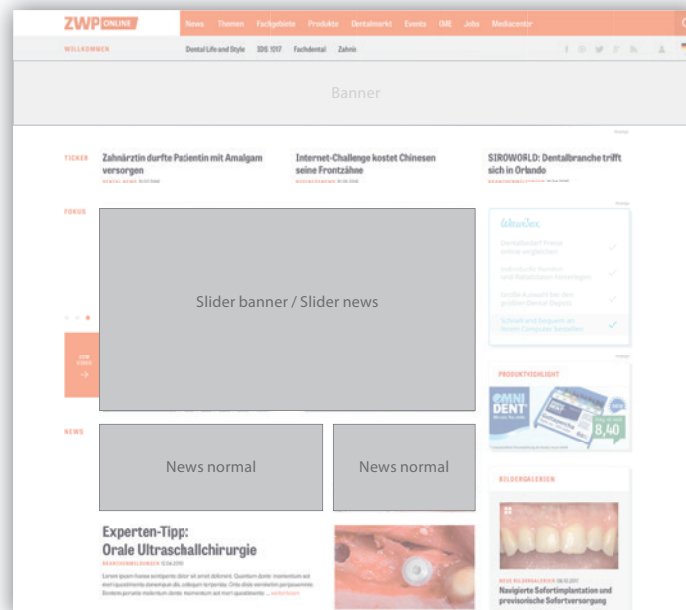
Set price: 950 Euro  
(2-day run)



Newsnormal–homepage\*



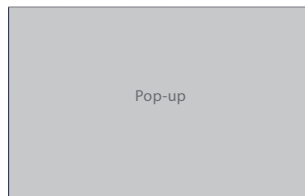
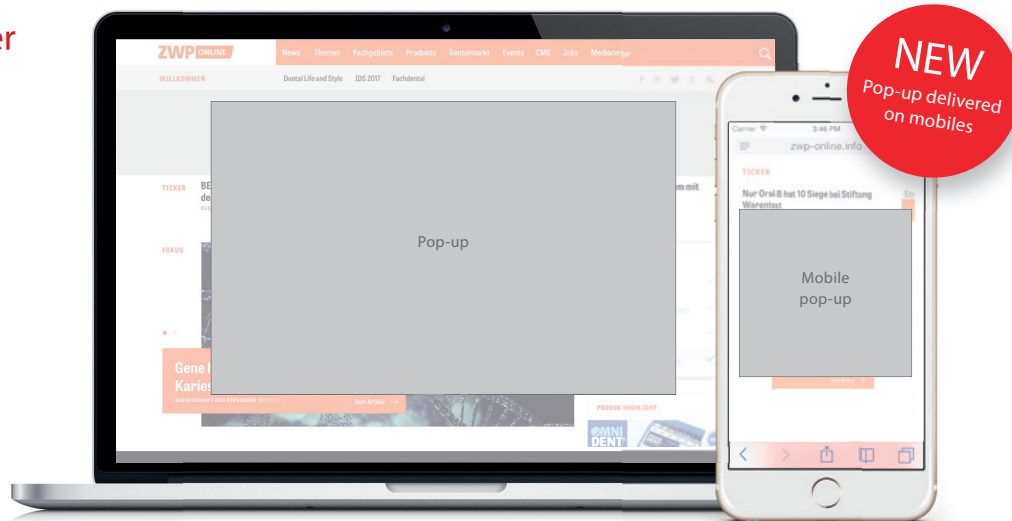
Set price: 650 Euro  
(1-day run)



As of 2017, banners can be booked for the slider on the home page. This guarantees customers high visibility and prominent placement in the visible upper third of the news portal. The slider banner is a very attention-grabbing presentation of one's advertising message.

\* Banner formats are delivered on both desktop and mobile devices.  
No animated banners available here.

## Pop-up banner



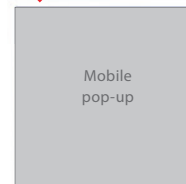
Autorun pop-up\*\*\* Price (customized/  
individualized,  
20,000 impressions)

€ 4,450

Pop-up normal\* Price (single run,  
20,000 impressions)

€ 3,950

NEW



€ 950  
(5,000 impressions)

Mobile pop-up\*\*  
300x291 px  
600x582 px for Retina

\* Dimensions: 800 x 600 px. Provided as JPG, PNG, TIF or PSD.

\*\* Pop-up delivered exclusively on mobile devices.

\*\*\* No mobile delivery of GIF or video formats.

# Social media

## Achieve even greater reach by social media

News, videos, events, pictures, product highlights and campaigns are spread targetedly over social networks such as Facebook & Co. on a fresh, daily basis. Given the large number of users who have an interest or who work in dental medicine, there is a broad, knowledgeable audience to ad-

dress. ZWP online is active every day on Twitter, Google+, Facebook and Instagram. Via Facebook alone, the portal achieves an additional reach of 90,000 contacts (impressions) per month.

 **ZWP online on Facebook**  
facebook.com/ZWPonline



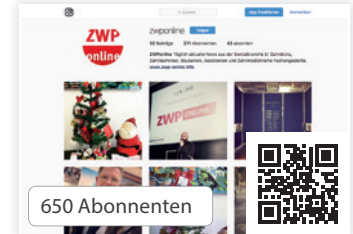
 **ZWP online on Twitter**  
twitter.com/ZWPonline



 **ZWP online on Google+**  
plus.google.com/+Zwp-onlineInfo



 **ZWP online on Instagram**  
www.instagram.com/zwponline



## Other Facebook pages administrated by OEMUS MEDIA AG

Ask us to create your tailored  
social media campaigns.  
Price upon request

**f** Zahnärztliche Assistenz  
facebook.com/ZahnaerztlicheAssistenz



**f** dentalfresh community  
facebook.com/dentalfreshcommunity



**f** dental success  
facebook.com/DS.DentalSuccess



**f** Dental Life & Style  
facebook.com/dentallifeandstyle



**f** ZWP online Jobbörse  
facebook.com/ZWPonlineJobboerse

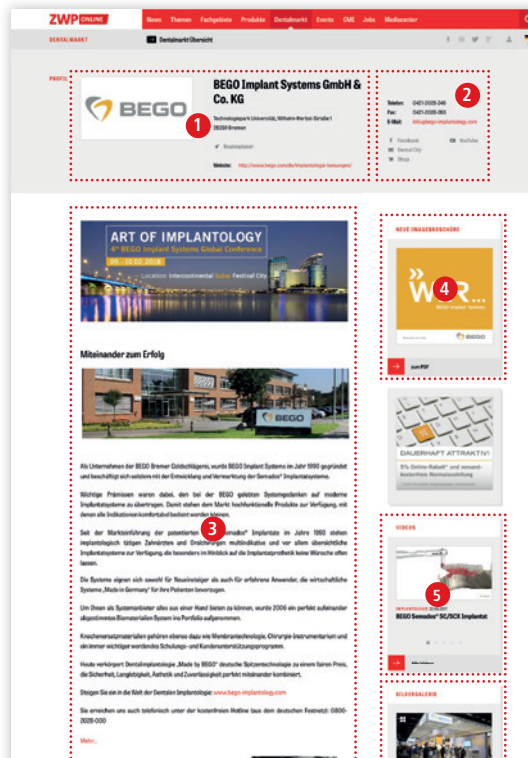


**f** Today at IDS  
facebook.com/todayatids1999



# Company profile page

The core component of your interactive advertising options on ZWP online



## Modules for Platinum/ Platinum Plus Packages

- 1
  - Company logo
  - Company address
  - E-mail and web address
  - Route planner
- 2
  - Linking to your own web shop
  - Telephone and fax number
  - Linking to YouTube and social networks
- 3
  - Company description (picture, text)
- 4
  - Ad module: integrate current adverts, campaigns or catalogues
- 5
  - Media Centre: present company-made image and product videos and clinical videos
- 6
  - Webinar archive
- 7
  - 360-degree Tour (no example image, booking upon request)





#### BEGO Implant Systems Oberflächentechnologie-Zentrum

Oberflächentechnologie und Herstellung von Dentalimplantaten in hochreinem Zustand

BEGO Implant Systems hat das Oberflächentechnologiezentrum am Standort Bremen erweitert.

Im modernen Zentrum werden BEGO Semados® Implantate unter strikter Endreinigung gefertigt und direkt im Anschluss im Nass- und partikelarmen Umfeld verpackt. Kernkompetenz ist die vollständige Bearbeitung des Implantats: Reinigungs- und Sterilisationsverfahren, welche eine dauerhafte Verankerung der Implantatoberfläche für eine optimale körpereigene Einheilung gewährleisten. Einmalige Qualitätskontrolle und die definierte und kontrollierte Oberflächenqualität sowie deren Nachweis.

Mit der Modernisierung und Vergrößerung des Oberflächentechnologiezentrums reagiert die BEGO auf den steigenden Bedarf an BEGO Semados® Implantatsystemen und den dazugehörigen Prothetikkomponenten, insbesondere aus internationalen Märkten.

Weitere Informationen erhalten Sie „Just“.

7/2018

**Einheitungsimplantations für alle gängigen Indikationen: BEGO Semados® RS und REX**

Die drei Standardimplantationsverfahren (Standardimplant RS) abhängen von der Implantatposition: Standardimplant RS (Standardimplant), Standardimplant REX (Standardimplant) und Standardimplant REX (Standardimplant).

**Neuigste Chirurgie einfach erklärt**

Das BEGO Implant System ist ein innovatives Implantat, das die Implantation von Standardimplant RS (Standardimplant) und Standardimplant REX (Standardimplant) ermöglicht.

**Der Implantatsystem für eine schnelle, preiswerte Versorgung**

Das BEGO Implant System ist ein innovatives Implantat, das die Implantation von Standardimplant RS (Standardimplant) und Standardimplant REX (Standardimplant) ermöglicht.

7/2018



#### Eventkalender

Datum	Thema	Ort
12.07.2018	BEGO Implant Systems	Bremen
13.07.2018	BEGO Implant Systems	Bremen
14.07.2018	BEGO Implant Systems	Bremen
15.07.2018	BEGO Implant Systems	Bremen
16.07.2018	BEGO Implant Systems	Bremen
17.07.2018	BEGO Implant Systems	Bremen
18.07.2018	BEGO Implant Systems	Bremen
19.07.2018	BEGO Implant Systems	Bremen
20.07.2018	BEGO Implant Systems	Bremen
21.07.2018	BEGO Implant Systems	Bremen
22.07.2018	BEGO Implant Systems	Bremen
23.07.2018	BEGO Implant Systems	Bremen
24.07.2018	BEGO Implant Systems	Bremen
25.07.2018	BEGO Implant Systems	Bremen
26.07.2018	BEGO Implant Systems	Bremen
27.07.2018	BEGO Implant Systems	Bremen
28.07.2018	BEGO Implant Systems	Bremen
29.07.2018	BEGO Implant Systems	Bremen
30.07.2018	BEGO Implant Systems	Bremen
31.07.2018	BEGO Implant Systems	Bremen



- 8 ○ Text module: integrate products, events, services and company announcements
- 9 ○ Focus products: four focus products are described in a teaser text and linked to the fully detailed product announcement
- 10 ○ Product list: the ZWP online editorial team continually updates the product list
- 11 ○ Event calendar
- 12 ○ Literature list: the ZWP online editorial team automatically includes current papers and company announcements that have been published in the media of OEMUS MEDIA AG.
- 13 ○ Brochure module: integrate all company product catalogues, including download capability

Company presentation	Basic ad	Platinum ad*
	0 Euro/year	2,950 Euro/year
Address, telephone, fax	✓	✓
Logo in the profile/company description		✓
Linking to your website, e-mail address		✓
Route planner		✓
Linking to online shop/social networks		✓
Media centre with pictures/video tool		✓
Download functions for product catalogue, order forms, registration forms, etc.		✓
Literature list: linking to articles of all relevant OEMUS MEDIA publications		✓
Webinar archive		✓
Linking of ads from ePapers to the profile		✓
Banner ad in the profile/integrate current ads or campaigns		✓
Presentation of 4 focus products (100 characters & picture)		✓
Company's own event calendar		✓
Specification of product groups		✓
Product slider (subject-specific product selection)		✓
Portrait of the day (rotation principle), partners in the newsletter (rotation)		✓
Display of PR announcements on the home page and subpages		✓
Video integration within an ePaper (published simultaneously in Media Centre)		✓
QR code creation in company ads with linking to videos, picture galleries, etc. on ZWP online		✓
Detailed profile analysis (once yearly)		✓

\* Booking is for at least one calendar year and can be cancelled with a notice period of up to 4 weeks to the end of the current year. Unless cancelled, it will be extended automatically by one year at a time. The statutory value added tax will be added onto the net invoice amount.

# Special advertising formats

## Association/chamber/society

**Platinum** includes content from the Basic ad and Plus package

2,950 Euro\*

+ Pictures of board members, article archive, programme download, 4 focus products/services, video and picture gallery option with profile

**Plus** includes content of the Basic ad

500 Euro\*

+ Picture/logo, comprehensive description and special features, linking (societies, training and continuing education)

## Basic ad

Free

Address, telephone, fax (submit text material by e-mail to: c.mikosch@oemus-media.de)

## Business consulting/tax consultancy

Profile volume equal to Platinum ad association/chamber/society

2,950 Euro\*

## Event calendar

**Plus** Event name, date, place

+ Contact details, linking, programme booklet as ePaper

100 Euro

+ Contact details, linking, programme booklet as PDF for downloading

50 Euro

**Basic ad** Event name, date, place, telephone, fax (submit text material by e-mail to: c.mikosch@oemus-media.de)

Free

**QR code creation** includes linking to product videos, articles, etc.

**In ads** (for customers with ZWP online profile)

Free

**in PR** (for customers with ZWP online profile)

Free

**in ads + PR** (for companies without ZWP online profile)

200 Euro

## Production of an image video

from 5,500 Euro

## ePaper creation (up to 100 pages)

Placement in company profile and linking to company website, integration into ZWP online search function:

• Linked

450 Euro

• Not linked

350 Euro

For each additional publication:

• Linked table of contents

250 Euro

• Not linked

200 Euro

\*Booking is for at least one calendar year and can be cancelled with a notice period of up to 4 weeks to the end of the current year. Unless cancelled, it will be extended automatically by one year at a time. The statutory value-added tax will be added onto the net invoice amount.

# General newsletters

The newsletters of ZWP online are an effective means of distributing messages linked across multiple media. Every week, nearly 50,000 recipients in the entire German-speaking region (DE, CH, AT) receive current news from

the dental industry. The ZWP online newsletters can be complemented with various documents such as PDFs, videos, picture galleries, brochures, catalogues, ePapers and banners. Direct links can also be made to the ZWP online

profile page and/or to the company website. The ZWP online newsletters thus make an ideal messaging service for reaching a large audience in the shortest of time.



Release: every Tuesday  
Recipients: 33,000

Editorial article 2,450 Euro  
Banner\* 950 Euro



Release: every Wednesday  
Recipients: 4,200

Editorial article 1,950 Euro  
Banner\* 750 Euro



Release: every Thursday  
Recipients: 1,600

Editorial article 1,450 Euro  
Banner\* 650 Euro



# Specialist newsletters

The specialist newsletters have appeared since the beginning of 2013 and keep their subscribers up to date in their respective field on a monthly basis. Alongside specialist articles, the newsletters present current news and innovations from science and research in the topical categories of Implantology\*, Oral Surgery\*, Endodontics\*, Cosmetic Dentistry\*, Digital Dentistry\*, Laser Dentistry\*, Orthodontics and Dental Technology. The popular specialist newsletters not only represent the wide portfolio of OEMUS MEDIA AG and its specialist titles—they are also evidence of the trend towards specialisation within dental medicine. This is further reflected in the growing numbers of subscribers, which have doubled since the kick-off.

These newsletters offer interested companies an ideal platform for presenting products, events and other market-related information in a specialised editorial environment.

\* Newsletter recipients, figures: Newsletter Implantology approx. 1,200; Oral Surgery approx. 900; Endodontics approx. 1,000; Cosmetic Dentistry approx. 1,000; Digital Dentistry approx. 1,200; Laser dentistry approx. 700; CME Newsletter approx. 400.



# Advertise your company or product

1 Editorial top article	1,500 Euro
2 Editorial article	750 Euro
3 Banner (1,200 x 400 px)	750 Euro
4 Video article	750 Euro
5 Event announcement	100 Euro

Place additional content on the linked content page:

- Unlimited character count for texts
- Linking to company profile or company website
- Additional documents such as PDFs, videos, picture galleries, brochures, catalogues, ePapers and banners can be added

**Durchbruch in der zahnmedizinischen Bildung**

Häufiger als 90 Mal pro Minute werden in Deutschland Zähne oder Kiefer geröntgt. Ein Großteil dieser insgesamt etwa 48 Millionen Aufnahmen jährlich könnte in Zukunft durch die strahlungsfreie Magnetresonanztomografie (MRT) ersetzt werden. Forscher und Ärzte des Universitätsklinikums Freiburg haben eine MRT-Methode entwickelt, mit der schnell hochauflösende dreidimensionale Bilder gemacht werden können.

[weiterlesen](#)

**Effektivitätssteigerung mit dem 3-D-Druck**

Die Möglichkeiten, die dem Dentallabor mit einem 3-D-Drucker geboten werden, sind vielfältig. Ein Vorteil ist die erhöhte Effektivität gegenüber herkömmlichen Verfahrenswegen. ZTM Pano Athanasios beschreibt in diesem Beitrag sein primäres Einsatzgebiet für den 3-D-Drucker.

[weiterlesen](#)

Alle Videos

Alle Videos zum Fachgebiet **DIGITAL DENTISTRY**

**Digitalisierung – So einfach ist der Umstieg**

In den letzten Jahren hat sich die digitale Bildgebung rasant entwickelt. Handhabung und Bildqualität haben die analogen Vorgänger überholt. Warum jetzt der richtige Zeitpunkt für die Digitalisierung ist und welche Lösungen angeboten werden, fasst das Webinar praxisnah zusammen.

[weiterlesen](#)

**Firmenprofil: DÜRR DENTAL AG**

Zahnärzte weltweit vertrauen auf die Ingenieurskunst der DÜRR DENTAL AG. In den Bereichen Equipment, Diagnostische Systeme und Hygiene bietet die Firma zahlreiche Systemlösungen. Die größten Fortschritte zeigen sich in der Diagnostik mit digitalen, bildgebenden Verfahren.

[zum Firmenprofil](#)

**Events**

**48. Internationaler Jahreskongress der DGZ**

30.9./1.10.2016 | München

**aktuelle Publikationen**

**digital dentistry**

**Jahrbuch zahnärztliche Technologie 2016**

**Leseprobe**

**ZWPonline NEWSLETTER**

Sind Sie ein weiterer Spezialisten-Newsletter-Interessierter?

[jetzt anmelden](#)

# Other newsletters

**ZWP ONLINE**

**NEWSLETTER JUNGE ZAHNMEDIZIN**



Release: monthly  
Recipients: 1,300

Editorial article 750 Euro  
Banner\* 450 Euro

**ZWP ONLINE**

**NEWSLETTER ZAHNÄRZTLICHE ASSISTENZ**



Release: weekly  
Recipients: 3,000

Editorial article 750 Euro  
Banner\* 450 Euro

**NEW**

**DENTAL LIFE & STYLE**  
by ZWP ONLINE

Release: quarterly

Editorial article 750 Euro  
Banner\* 750 Euro

**ZWP ONLINE**

**NEWSLETTER ZAHNTECHNIK ZEITUNG**



Release: monthly  
Recipients: 7,000

Editorial article 1,250 Euro  
Banner\* 650 Euro

**ZWP ONLINE**

**NEWSLETTER KIEFERORTHOPÄDIE NACHRICHTEN**



Release: monthly  
Recipients: 2,500

Editorial article 950 Euro  
Banner\* 550 Euro

## Industry briefs

**ZWP ONLINE**

**NEWSLETTER DENTAL BUSINESS REPORT**



Release: weekly  
Recipients: 4,500

Editorial article 1,450 Euro  
Banner\* 750 Euro

\* Newsletter banner size: 1,200 x 400 px



# CME

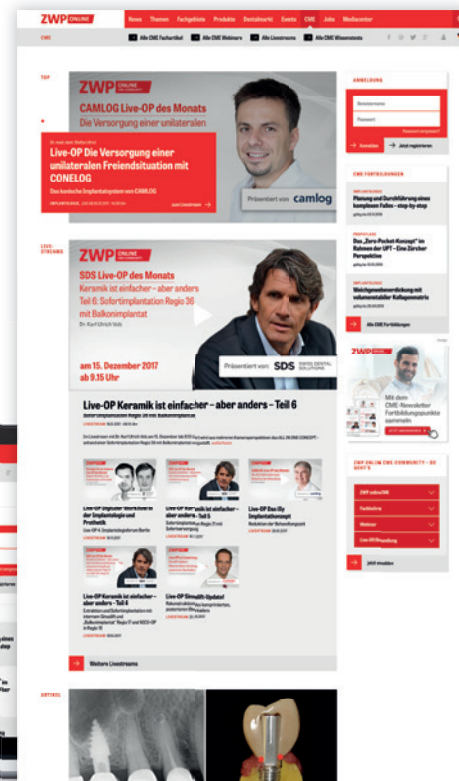
## Continuing medical education as an interactive experience

One highlight on ZWP online is the CME (Continuing medical education) category providing many opportunities for continuing one's dental education online. Readers can now easily and flexibly top up their CME credits by following CME lectures, livestreams and CME videos. The range of interactive education services grants practice owners and dental personal an adventurous, efficient and diversified continuing education.

Our CME services are offered on a voluntary basis in line with Germany's statutory health insurance (SHI) modernisation act of 2006, and along the principles of the German Dentists' Association (BZÄK) and of the German Society of Dental and Oral Medicine (DGZMK). Panel dentists, authorised dentists and salaried dentists are legally obliged to update their specialist knowledge on a regular and ongoing basis.

After registering for free at [www.zwp-online.info/cme-fortbildung](http://www.zwp-online.info/cme-fortbildung), users can immediately

make full use of the new continuing medical education services. All material is based on scientific CME articles of renowned experts in the respective fields of specialisation. After successfully completing the knowledge test, the user receives a certificate for 1 or 2 CME points, which can then be submitted to the Dentists' Association (BZÄK).



Please ask for more detailed information about ZWP online CME via: [zwp-online@oemus-media.de](mailto:zwp-online@oemus-media.de)



# CME Webinar

## Flexible and efficient

Within the new CME category, ZWP online readers now have the opportunity to advance their knowledge through CME videos. Under the navigation item "CME Videos", the user can watch lectures, seminars, discussions, product descriptions and other material live on the computer. CME videos also remain in the archive for the user to watch again later.

The **CME Online Print Package** is available for the OEMUS MEDIA AG journal series and, in addition to the cover design and one A4 ad, includes a company portrait/interview (approx. 2 pages), a CME specialist article and a CME webinar (including production thereof). The CME article and CME webinar are announced in the ZWP online newsletter and corresponding ZWP online specialist newsletters, and can be called up at any time on ZWP online. This exclusive package can only be booked once per year per customer. That customer is then a premium partner of that issue.

Price upon request

Please ask for more detailed information about ZWP online CME via: [zwp-online@oemus-media.de](mailto:zwp-online@oemus-media.de)

# Multichannel streaming (MCS)

## Livestream on ZWP online

Video content is becoming an increasingly important medium for dental information and communication.

It is ideal for presenting complex subject matter vividly and efficiently, and just in time for when it is needed. At the same time, it can be presented on wide-coverage online platforms (e.g. ZWP online or DT online) and in social networks (e.g. YouTube or Facebook) to attain a reach of unprecedented magnitude in the industry.

With new Multichannel streaming (MCS), the establishment of four competence centres in Germany and the creation of special marketing channels, OEMUS MEDIA AG opens up new possibilities from the production and distribution of modern video content to the cost-effective streaming of all kinds of formats, such as live operations or even entire congresses.

**ZWP ONLINE**  
Livestreams

**f LIVE**  
Facebook

Daily up to  
10,000 additional  
contacts

**YouTube**  
YouTube

Yearly more than  
19,000 impressions

**ZWP ONLINE**  
ZWP online

Monthly more  
than 350,000  
user accesses

**ZWP online-  
Newsletter**

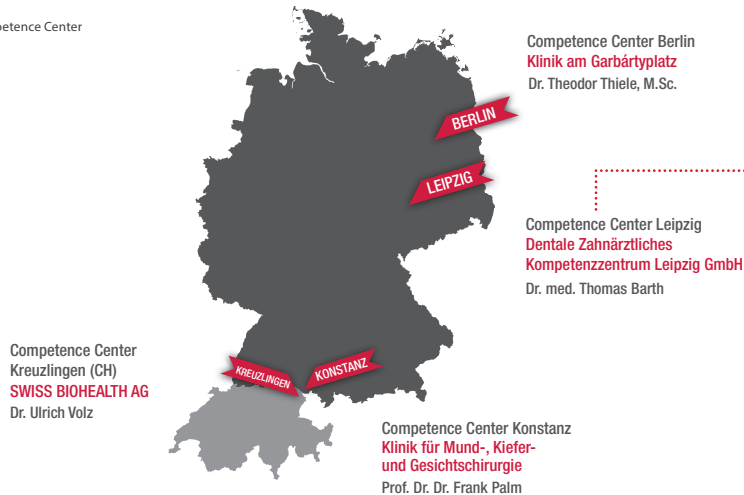
Weekly more  
than 55,000  
subscribers



Please ask for more detailed information about ZWP online CME via: [zwp-online@oemus-media.de](mailto:zwp-online@oemus-media.de)

# Competence Center

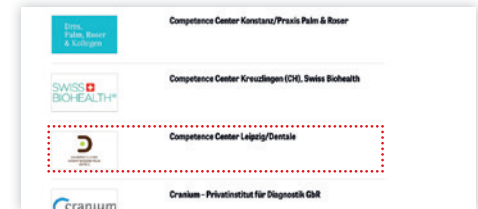
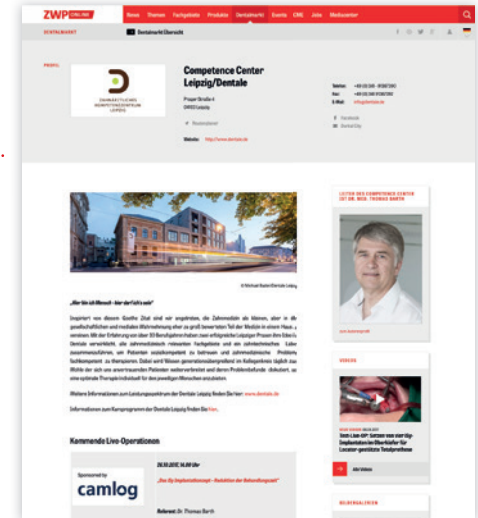
Example: Competence Center



The technical and organisational basis for producing video content is formed by four Competence Centers located around Germany, each possessing the equipment and rooms required for producing live broadcasts (OP, camera systems, upload channels, etc.) and the specialist know-how for working with surgeons and OP teams. The Competence Centers and their teams are contracted on a long-term basis and out-

ted with the equipment for the respective job. An administrator appointed by OEMUS MEDIA AG oversees all broadcasts to assure high quality. In addition to the Competence Center Implantology (CCI), future Competence Centers are planned for further specialist fields.

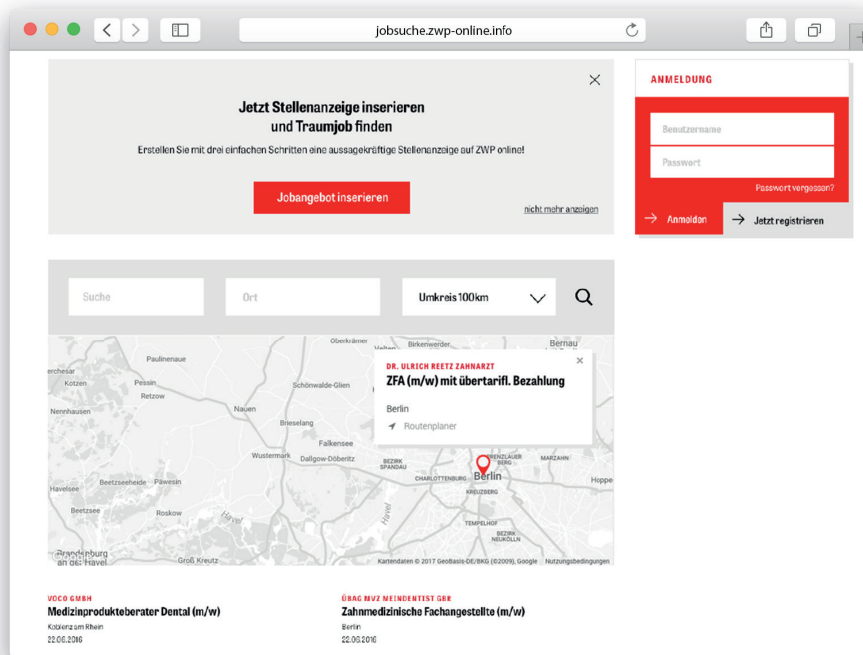
Prices upon request



Please ask for more detailed information about ZWP online CME via: [zwp-online@oemus-media.de](mailto:zwp-online@oemus-media.de)

# Job market on ZWP online

Find employees or your dream job—quickly and easily



## Search & find: The job market on ZWP online

If you are seeking new professional challenges, but don't have time to waste searching painstakingly through newspapers, websites or unstructured job portals, then the job market on ZWP online is perfect for you. Germany's largest dental news and information portal ZWP online is operating a dental job search platform since 2014. This is yet another example of how the portal has expanded its online presence for the benefit of its users.

Place job ads quickly  
and easily

Search easily from around  
1,000 preselected job vacancies

## Find the perfect job in dentistry at a click

The job market quickly, easily and accurately displays all advertised jobs in all lines of work in dental medicine—in a clearly sorted overview. Users can access the new category from the menu item in the top right area of the home page of [www.zwp-online.info](http://www.zwp-online.info). A user-friendly input mask with search fields for job title and location make searching for the dream job a breeze. In an instant, the user is given an overview of all jobs advertised in the dental industry. Whether the jobseeker is a dentist, dental technologist, assistant or commercial agent—with 1,000 vacancies currently advertised, that dream job is not far off.

**VOCO GMBH**

**Medizinprodukteberater Dental (m/w)**

Koblenz am Rhein  
22.06.2016

**ULTRADENT PRODUCTS GMBH**

**Auszubildende ZFA (m/w)**

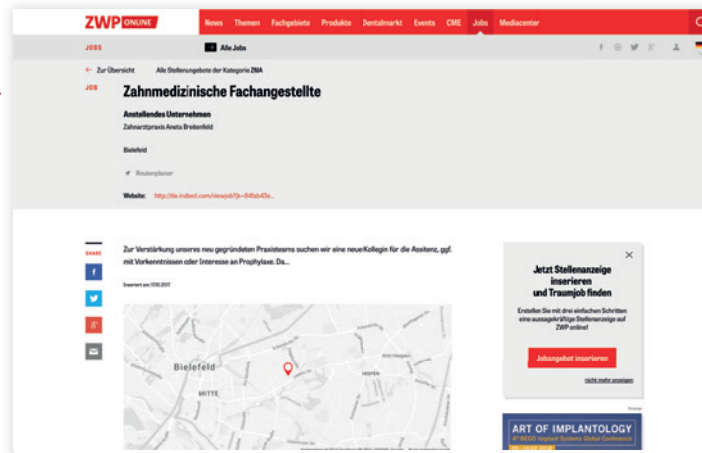
Leipzig  
22.06.2016

**VOCO GMBH**

**Medizinprodukteberater Dental (m/w)**

Koblenz am Rhein  
22.06.2016

## Job ads on ZWP online



## Price list

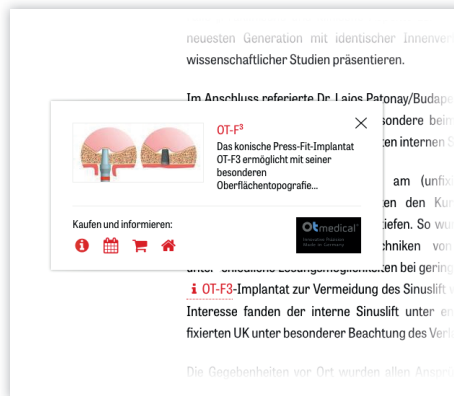
<b>Package A</b>	499 Euro	<b>Package C</b>	2,450 Euro
Standard text + logo online & social media		Package B + print (sandwich board)	
<b>Package B</b>	999 Euro	<b>Package D</b>	upon request
Package A + ZWP online newsletter		Full customisation	

All prices are stated before statutory value-added tax. Each package has a 30-day runtime.

# Direct Sales & Information Tool

The DSIT—Direct Sales & Information Tool—is an optional service expansion for ZWP online profile customers, offering additional possibilities for active information distribution and product marketing. The DSIT shortens the process of acquiring digital information about products, and can even create an option for ordering directly from specialist articles, product literature, interviews and ads. That means, when a product is mentioned in specialist articles, product literature

or adverts, the reader can immediately order that product by e-mail, request further information, or make an appointment. If desired, and if available, it is also possible to link to the profile customer's online shop. The DSIT employs so-called “direct linking” that takes you directly to the linked destination, with no circuitous routes via unnecessary pages. One of the first companies to work with ZWP online's new direct linking function is OT medical.



## Price

Annually in the subscription  
Upgrade to company profile

1,500 Euro

# Linkage to DSIT



# ZWP online Modules

- Trade fair guide app
- Digital poster presentations—DPP
- ZWP online app
- Video production
- ePaper
- 360-degree fair tours



# Trade fair guide app

today is the guide app  
for navigating through  
the trade fair jungle

At the International Dental Show 2017, OEMUS MEDIA AG unveiled its trade fair guide in the form of a user-friendly app—with a fresh, modern look and plenty of extra features. The trade fair guide helps to orientate around large fairgrounds and to plan which parts of the fair to visit.

Alongside a comprehensive, bilingual and well-sorted exhibitor search function and fair news updated hourly, users benefit from fantastic promotions of select exhibitors, announced under the “Highlights” category in the app. The “Point of Interest” feature offers lots of useful information regarding the fairgrounds and the detailed hall map rounds the app off nicely.

Thanks to the bookmarking function, users can already plan their visit in advance and call up the plans again any time later from the list of favourites.

Another benefit of the app is the detailed presentation of ZWP online company profile cus-

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at IDS 2019

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at IDS 2017  
850 downloads  
20.000 accses

**today**  
Messeguide

**Ausstellersuche**  
Exhibitor Search

Firma (Company):  
Suche nach Firma (Search company)

Produktgruppe (Product group):  
Produktgruppe (Product search)

Halle (Hall):  
Alle (all)

Suchen (Search)

**today**  
Gut informiert  
mit einem Klick

**today**  
Messeguide

- Ausstellerverzeichnis >
- Featured Exhibitors >
- Highlights >
- Hallenplan >
- Messeneuws >
- Anfahrt >
- Point of Interest >
- Rund um Köln >

tomers, who are highlighted in the app in colour. In addition to the hall and booth number, plus a brief introduction of the company, the app user is offered further information about the company's product groups and selected products.

App users are regularly informed about the latest products and highlights via push notifications.

The today trade fair guide is adaptable for customers and events. **Prices upon request**

# New dimension of poster presentation – DPP

## Concept—Digital poster presentations (DPP) at scientific congresses

Poster presentations are an important component of major national and international science congresses. Typically, poster presentations are exactly that—printed posters that are pinned, more or less attractively, onto poster boards. This gives budding scientists the opportunity to present the initial results of their papers to a broad audience on the periphery of a major science congress. However, conventional poster presentations tend to be inefficient in terms of layout, informational depth, or the ability to spread the information and influence the environment in which they are presented, and are rather unappealing to the congress visitors. This is where the concept of digital poster presentation—DPP—comes in.

## Digital poster presentations (DPP)

In this digital age—where we have the internet, wireless networking, the cloud, smartphones and tablets—poster presentations, or for that matter any other offline print products without interactive options, have practically lost all relevance.

Now, OEMUS MEDIA AG provides the option of presenting digital, web-based scientific posters in



the context of congresses or trade fairs. DPP creates an entirely new dimension of presentation and distribution of scientific papers, with considerable advantages for authors and users alike.

Take an active, not passive, approach to digital poster presentation

DPP is a method of standardised creation and presentation of posters for the context of scientific congresses or trade fairs. All data can be accessed and controlled from anywhere with an internet connection, with many interactive options offered, including linking to the authors or further information such as linked literature references, video sequences and additional image material. DPP is a form of presentation where both the authors and the scientific paper come alive, and where the user has the opportunity, with a few clicks, to receive a great deal of valuable information on the authors and, of course, the scientific papers presented. The participants on site, and even external users, can view the internet-based posters, share them by e-mail, or download them onto their PC at home. For congress and trade fair hosts, DPP represents a new dimension of scientific content presentation in an attractive and modern environment, with a clearly greater benefit to users and the congress or trade fair visitors.

### The DPP Lounge

Digital poster presentations are shown in a DPP Lounge, e.g. as part of the dental exhibition or in a central area of the congress, which can be designed and specifically equipped in agreement with the customer.

# DPP services

## Basic package (without hardware)

Price from **9,999 Euro**

- Programming of up to 20 poster presentations in HTML5
- Installation and configuration of a content management system (CMS)
- Design adaptations (according to customer requirements)
- Integration of pictures, videos, text and authors' details
- Provision of the function "Download as PDF/image"
- Provision of the function "Submit poster"
- Creation of profile pages for the author on ZWP online and maintenance of data before and after presentation
- Mirroring of all submitted poster presentations in the respective company profile on ZWP online, where they can be accessed at any time
- Creation of a dedicated page in the ZWP online portal for listing out all poster presentations—accessible at all times
- QR code capability for calling up poster presentations
- Option to integrate poster presentations into the external company website via iframe

## Basic package plus (with hardware)

Price upon request

- Programming of up to 20 poster presentations in HTML5
- Installation and configuration of a content management system (CMS)
- Design adaptations (according to customer's requirements)
- Integration of pictures, videos, text and authors' details
- Provision of the function "Download as PDF/image"
- Provision of the function "Submit poster"
- Creation of author profile pages on ZWP online and maintenance of data before and after
- Mirroring of all submitted poster presentations in the respective company profile on ZWP online, where they can be accessed at any time
- Creation of a dedicated page in the ZWP online portal for listing out all poster presentations—accessible at all times
- QR code capability for calling up poster presentations
- Option to integrate poster presentations into the external company website via iframe

## Hardware/Information system

- + Provision of 55 inch presenter
- + Provision of iPad
- + Provision of iPad stand
- + Packaging, transporting, breakdown and return transporting
- + Build-up, setup and staff supervision on site

# ZWP online app

Dental medical knowledge made mobile

new  
edition  
from 2019\*



Download on the  
App Store



ANDROID APP ON  
Google play



\* In 2019, the app will be available in a new design with many features

More than 1,000 users use the News app on a monthly basis

The dental news and information portal ZWP online exists not only as a mobile-friendly website, but also as a separate, free app—giving you mobile access to dental medical knowledge! The benefits are many, where the ZWP online app stands out for a clear structure, complex linking, short navigation paths and intuitive use. Its development was modelled on the proven design of the popular news portal.

With this application, readers have access to news from industry, politics, science, research, economics and law. Besides a clearly structured media centre, the reader has mobile access to a comprehensive events database and the full publishing portfolio of OEMUS MEDIA AG in ePaper form. Furthermore, by linking with the online shop for practices, all publications, year-books, eBooks, DVDs, patient flyers and posters can be comfortably ordered online from the publishing house in Leipzig.

# Benefits of the app:

## Prices:

\* Valid for a period of 14 days.



- Free
- User-friendly navigation
- Daily updating of content
- Specialist articles for convenient online reading



- Comprehensive archive of authors under ZWP online-Köpfe
- Bookmarks for favourite articles
- ePapers of the specialist articles of OEMUS MEDIA AG for convenient online reading



- Comprehensive picture and video archive
- Events database with direct login
- Online shop
- Uncomplicated newsletter subscription

### ZWP online app load screen (large)

Size (in pixels): Template of visible area

Width: 2,048

Height: 1,536

990 Euro\*

1,400

930



### ZWP online app banner (small)

Size (in pixels): iPad 4 (Retina display)

Width: 560

Height: 280

490 Euro\*

iPad 2

280

140



# Video production

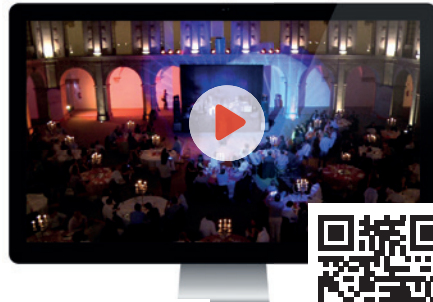
A good video turns a viewer into a customer within minutes. Moving pictures are emotionally stirring and evoke a sense of trust. A video can become a company's special signature. Our video experts are at your service: from the initial idea to the marketing of your video. We make pictures that move.



Soundbites article

A format that gets to the heart of the matter. An interviewee talks directly about a topic: about his or her company, an innovative product or a special service. A soundbites article is especially authentic because the viewer is addressed directly. The interviews are set to imagery befitting the topic. We tailor the imagery to your individual wishes.

on request



Event report

The camera accompanies the most important stations of your event. Organisers, speakers and participants all have a chance to say a piece. The video presents an overview of the event's subject matter and conveys impressions of the location and atmosphere. With an event report, you create an ideal souvenir for your customers and at the same time advertise your next event.

on request



Image video

An image video is a medium in which impressions, emotions and facts are consolidated. Your company is presented in all its glory. There are no limits to creativity in this format: Everything goes, the choice is yours. We work efficiently—and thus, deliver quality for every budget.

on request



## Business talk

The ZWP online business talk series is an exclusive form of video interview that is editorially prepared and organised by the ZWP online senior editors and carried out on location. Talk exclusively with the senior editors in front of the camera about your company, an innovative product or a special service. The interview will be set to imagery befitting the topic. The package price from 7,900 Euro plus VAT also includes a combined print/online distribution package.

on request

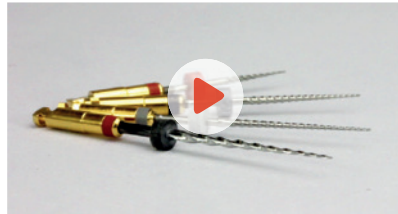
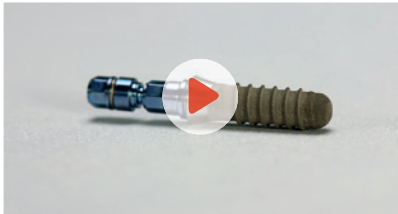


## Product video

Show a product of your choice in its best light, with all of its features and possible applications. A video is a quick and easy way to give your customers a lasting impression. Visual reinforcement deepens one's understanding, and gets to the heart of complex processes. From a sequence of moving pictures to a short animation, there are many possibilities available for the design. Show the movie online or offline, on your website, during presentations or in customer meetings. A product video supports your sales creatively and successfully.



on request



## What good is a video, if the target group never sees it?

---

## Distribution

Accordingly, one should be mindful of not only the implementation but also the right distribution channels. Movies from the dental medical industry find exactly the right target group on [www.zwp-online.info](http://www.zwp-online.info) and the associated Media Centre. This is where dentists from the entire German-speaking region are represented, where the industry is up close and reachable, and where everything revolves around the dental industry. With an average of 230,000 visits and nearly 450,000 page impressions per month, ZWP online is the largest specialist portal for dental medicine in the German-speaking region. The Media Centre offers a perfect platform with more than 900 videos and 55,000 visits per month. Additionally, ZWP online is linked with the platforms Facebook, YouTube, Vimeo and Google+, and reaches dental professionals everywhere in the world. Beyond that, your video is distributed to more than 45,000 recipients with the weekly ZWP online newsletter.

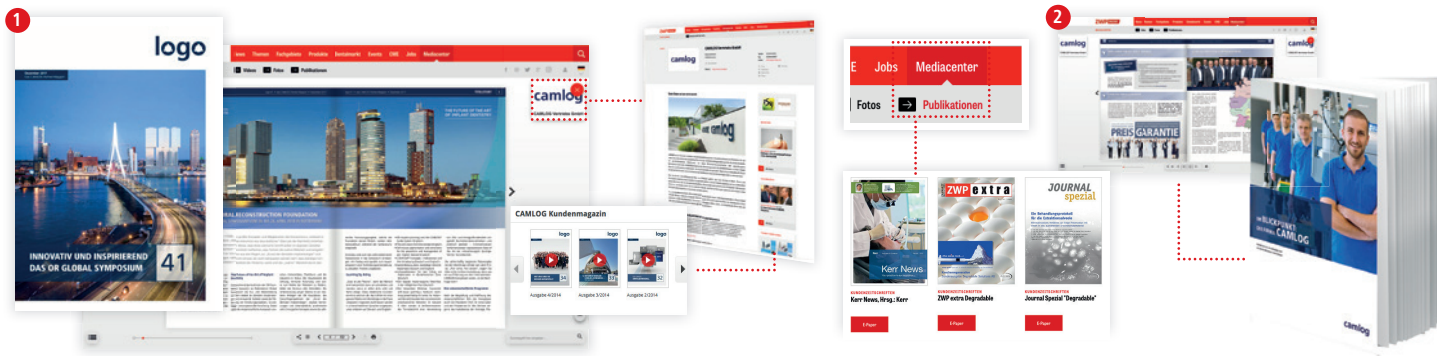


# ePaper creation

Digital reading is in

With our innovative ePaper tool, we create a professional copy of your documents. These can be endowed with interactive menus and links to your own website, to the ZWP online company profile, to prod-

uct and event information, and more. Additionally, a neutral link can be provided to allow direct jumping from any web page into the ePaper.



- 1** Company magazines  
Including publication slider on the company page and publication in the "customer magazines" category  
Linked **450 Euro** plus VAT  
Not linked **350 Euro** plus VAT

- 2** Product brochures, catalogues, forms, etc. (up to 100 pages)  
Linked **450 Euro** plus VAT  
Not linked **350 Euro** plus VAT

Extra option: ePaper creation, starting from the second document in the same publication series

Linked **250 Euro** plus VAT  
Not linked **200 Euro** plus VAT

# ePaper

Digital reading is in

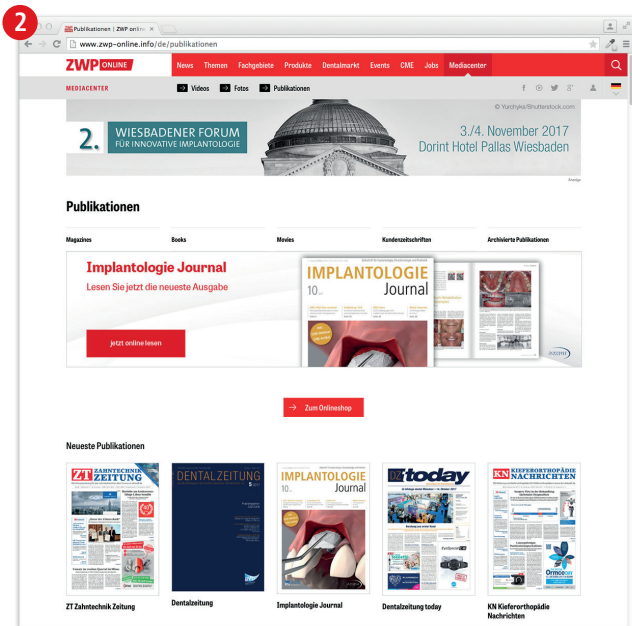
The screenshot displays the ZWP ONLINE MediCenter interface. At the top, a red navigation bar contains the ZWP ONLINE logo and a menu with links: News, Themen, Fachgebiete, Produkte, Dentalmarkt, Events, CME, Jobs, and MediCenter. A search icon is located on the far right. Below the navigation bar, a secondary bar shows 'MEDIACENTER' and three tabs: Videos, Fotos, and Publikationen. Social media icons for Facebook, YouTube, Twitter, Google+, and Instagram are also present.

The main content area is divided into several sections:

- Left Sidebar:**
  - Henry Schein Dental:** Logo and company name.
  - Michael Hage:** Profile picture and name.
  - Literaturverzeichnis:** A red download icon and the text 'Literaturverzeichnis'.
  - Henry Schein Dental Deutschland GmbH:** Company logo and name.
  - Henry Schein Dental - das Unternehmen:** A large image of a modern building.
- Central Article:**
  - Headline:** „Die Zahlen sind meist gar nicht das Problem“.
  - Author:** Michael Hage.
  - Text:** The article discusses the challenges of managing a dental practice, particularly the issue of numbers. It mentions that while numbers are often the focus, they are not always the most important factor. The text is partially obscured by a large, stylized graphic of numbers.
- Right Sidebar:**
  - W&H Deutschland GmbH:** Logo and company name.
  - Implantmed von W&H – sicher, einfach und flexibel:** A video player showing a dental implant procedure. The video has a progress bar at 021 / 121 and a search bar at the bottom.

Numbered callouts (1-7) highlight specific features:

1. ZWP ONLINE logo in the top navigation bar.
2. MediCenter tab in the top navigation bar.
3. W&H Deutschland GmbH logo in the right sidebar.
4. Video player controls (progress bar, search bar) for the implant video.
5. Henry Schein Dental logo in the left sidebar.
6. Literaturverzeichnis (Literature Index) link in the left sidebar.
7. Michael Hage profile picture in the left sidebar.



## ePaper— read digital magazines online

ZWP online customers can benefit from our professional ePaper technology. ePapers are comfortable to read on smartphones, tablets and normal computers. All OEMUS MEDIA print products are additionally available to the readership as ePapers.


Booked adverts from our publications are linked in the ePapers directly to the platinum or platinum plus company profile entry.

ePapers can be, if desired, used to present your own company magazines, publications such as catalogues, event flyers, registration and order forms, and more.

Print media placed in this format on ZWP online are thus integrated into the portal's core search function—you don't search. You find.


- 1 ePaper reading view
- 2 ePaper overview
- 3 Integration of videos, PDF files, sound, etc.
- 4 Download option

- 5 Linking to company profile page on ZWP online
- 6 Linking from literature list to ePaper
- 7 Linking to authors' profile pages



**360grad.oemus.com**

**360grad**  
company tour



Is your company especially exciting? Do you want to create a memorable image of your company?

Our 360-degree Tour brings your company into the right light—from every possible perspective. This can be done thanks to our 360-degree photography, which we stitch together to produce a virtual tour.

Give your customers a “hands-on” experience; give them an up-close look at your premises, from reception to production—with comfortable navigation from the thumbnail view. How about presenting one or two of your employees while you’re at it? Use information buttons or an image video—it is your choice.

Advertise yourself and your company—including on your company’s website or by QR code on your business card. Awareness is guaranteed—by grabbing customers’ attention on the PC, a smartphone or a tablet. Cross-browser and location-independent. Simple, affordable and modern, with one-finger operation.



With our 360-degree Tour, you can invite your guests virtually to your trade fair booth. The animated tour can be navigated from the thumbnail view and floor plan, making a visit to your booth an impressive all-round experience.



With a 360-degree object, your future customers can gain their own, detailed impression already today and within seconds. Present your products from all sides.



Invite people to take an animated 360-degree Tour through your premises. Take a “walk” through your practice using the thumbnail view or floor plan, from reception, to waiting room, to surgery.



# Contact details

Do you have any questions, wishes or suggestions about ZWP online? Then get in touch with us.

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# General Terms and Conditions

## 1. Advertising order

The term “advertising order” as used in these general terms and conditions refers to the contract concluded on the placement of advertising material in information or communication services, in particular the internet, for the purpose of circulation. The advertising order is subject exclusively to these general terms and conditions and the price list of OEMUS MEDIA AG, which is an integral part of the contract. The validity of any terms and conditions of the customer or other advertiser is expressly excluded if they conflict with these general terms and conditions. For advertising orders for online placement or placement in other media, the respective general terms and conditions for the media in question apply accordingly.

## 2. Advertising material

Advertising material in the context of these general terms and conditions can comprise, for example, one or more of the following elements:

- a picture and/or text, audio recordings and/or video content.
- a sensitive area which, when clicked, establishes a connection to further data at an online address given by the customer and under the customer's responsibility.
- advertising material that is not inherently recognisable as such due to its design will be clearly identified as advertising.

## 3. Conclusion of contract

In the absence of agreements to the contrary, the contract attains validity through confirmation of the contract in written form or by e-mail. Oral confirmations made in person or by telephone are also subject to these general terms and conditions. If there is doubt regarding the competency for orders placed by advertising agencies, the contract will be concluded with the advertising agency, unless otherwise agreed in writing. If an advertiser is to become the customer, the advertising agency must appoint that advertiser by name. OEMUS MEDIA AG is entitled to demand proof of a mandate from the advertising agency. Advertising of goods or services of more than

one advertiser or of other parties within an advertisement requires an additional agreement made in writing or by e-mail.

## 4. Time frame

If the contract grants the right to place call-off orders for individual advertisements, the respective order must be carried out within a period of one year from the conclusion of the contract.

## 5. Extension of contract

Upon closing a contract, and provided the capacities exist, the customer is entitled to place more advertising material beyond the contractually agreed quantity within the contracted period or within the time frame stated in clause 4.

## 6. Discount refund

If an order is not fulfilled due to circumstances beyond the control of OEMUS MEDIA AG, the customer shall, without prejudice to any other legal obligations, recompense OEMUS MEDIA AG with the difference between the guaranteed amount and the amount corresponding to the actual volume. Discounts based on contracts are not transferrable to a request for further advertising material beyond the contractually agreed quantity, unless this has been otherwise explicitly agreed between OEMUS MEDIA AG and the customer.

## 7. Data delivery

The customer is obliged to provide suitable advertising material, specifically complying with OEMUS MEDIA AG's format and technical specifications, in due time before the date of placement. OEMUS MEDIA AG's obligation to store the advertising material ends three months after its final circulation. The customer is obliged to bear any costs arising for OEMUS MEDIA AG as a result of changes to the advertising material requested or made necessary by the customer.

## 8. Right of refusal

OEMUS MEDIA AG reserves the right to refuse advertising orders—including individual call-off orders in the scope of a contract—if their content infringes laws or official regulations, if their content has been the subject of complaint by the German Advertising Standards Council (Deutscher Werberat) in a complaints procedure, if their content conflicts with the thematic orientation and overall position of the online services of OEMUS MEDIA AG or OEMUS MEDIA AG as companies, or if their publication would be unacceptable to OEMUS MEDIA AG due to their content, origin or technical form. In particular, OEMUS MEDIA AG has the right to withdraw advertising material already published if the customer makes his own subsequent changes to the advertisement's content, or if subsequent modifications are made to data to which a link refers and thereby the conditions of point 1 are fulfilled.

## 9. Guarantee of rights

The customer guarantees that he holds all of the rights required for the placement of the advertising material. The customer indemnifies OEMUS MEDIA AG against all claims raised by third parties relating to the advertising order that could arise due to infringement of any laws. Furthermore, OEMUS MEDIA AG shall be indemnified against the costs of any legal defence against such claims. The customer is obliged to provide OEMUS MEDIA AG, in good faith, with information and documents that will support its legal defence against third parties. The customer shall grant to OEMUS MEDIA AG all of the necessary copyrights, usage rights, ancillary rights and other rights allowing the use of the advertising material in online media of any kind, in particular rights allowing the reproduction, dissemination, transmission, broadcasting, retrieval from a database and call-up, in such terms of time, space and content as are necessary for the execution of the order. In all cases, the above-mentioned rights shall be granted without geographical limitation and shall create the entitlement to place advertisements using all known technical means and all known forms of online media.

## 10. Guarantee by OEMUS MEDIA AG

OEMUS MEDIA AG guarantees, in the scope of foreseeable requirements, the best possible reproduction of the advertising material in accordance with the accepted technical standard at the time. However, the customer is aware that, in the pres-

ent state-of-the-art, it is not possible to create a programme that is entirely free of errors. This guarantee does not apply to marginal flaws. A flaw in the rendering of the advertising material is considered marginal, in particular, if it is caused by the use of unsuitable presentation software and/or hardware, by disturbances in the communication networks of other operators, by computer failure resulting from system failure or from incompletely updated and/or fully outdated content on so-called proxies (cache), or by the failure of a server that does not last for longer than 24 hours (continuously or cumulatively) within 30 days of the starting time of the contractually agreed placement. In the event of a server failure extending over a significant period of time (more than ten per cent of the booked time) within the runtime of a time-limited fixed booking, the customer is released from his payment obligation for the duration of the failure. All further claims are excluded. If the reproduction quality of the advertising material is inadequate, the customer is entitled to a price reduction or to faultless substitute advertisement proportionate to the extent to which the purpose of the advertising material was impaired. Should the substitute advertisement prove inadequate or if the customer cannot be reasonably expected to accept the same, the customer has the right to a price reduction or to withdraw from the order. The customer cannot claim inadequate publishing if any flaws in the advertising material are not obvious. The same applies to errors in repeated advertisement placements if the customer does not point out the error before publication of the next placement.

## 11. Place of fulfilment

The place of fulfilment and place of jurisdiction, unless the law stipulates otherwise, is the registered domicile of the publishing house in Leipzig, Germany. Also in the case of default actions and in the case that the customer's domicile or usual place of residence is unknown at the time of action, the agreed place of jurisdiction is Leipzig.



[www.zwp-online.info](http://www.zwp-online.info)

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