

GENERAL TERMS OF ADVERTISING

In accordance with Article 2 of the Consumer Protection Act and the requirements of the Market inspectorate of the Republic of Slovenia, all advertisements must be signed with the name and address of the advertiser placing the advertisement for a product or service.

All advertisements published in the IRT3000 and IRT3000 ADRIA magazines (hereinafter: IRT3000 magazine, if not explicitly stated otherwise) must be in Slovenian language (IRT3000 magazine) or Croatian language (IRT3000 ADRIA). In exceptional cases, a minor part of the advertisement may be in a foreign language, if it is of special importance. The advertisement must include the name and the address of the customer placing the order.

The basis for publishing an advertisement is a signed Advertising agreement. Upon placing an order, the customer must also state all the elements required by the law. The Advertising agreement is drawn in two (2) copies, of which each party receives one copy. The Advertising agreement shall be put in force on the day of signing by the authorized representatives of both parties.

These General Terms of Advertising are complemented by the Privacy policy published on www.irt3000.si.

Content of articles and advertisements

The content of marketing communications must be in line with the advertising code and applicable legislation. The customer is responsible for the content of published materials (validity of claims, copyrights, references to persons or institutions etc.). The publisher reserves the right not to publish advertisements that are against the editorial principles of IRT3000 magazine or that do not correspond to these General Terms of Advertising.

The publisher is obliged to publish the advertisements in IRT3000 magazine in line with these General Terms of Advertising and as agreed upon in the Advertising Agreement. In case an advertisement is inappropriate for publishing, the publisher reserves the right not to publish it. These General Terms of Advertising will be used to determine whether an advertisement is appropriate or not.

The customer may change the size of advertising space in course of the year by means of a written notification. The sizes and pricing for advertising space can be found in the Pricelist for advertising in IRT3000 magazine and in the General Terms of Advertising (both documents are available at www.irt3000.si/oglasevanje). The publisher is not allowed to change the pricelist

and the General Terms of Advertising in course of the year. Prices valid upon purchasing the advertising space will be used.

The customer will indemnify and hold the publisher harmless for any damages and expenses incurred as the result of published materials (from a lawsuit, complaint etc.). The contracting parties will attempt to resolve any dispute in good faith and amicably. If this is not possible, the courts of Ljubljana (for IRT3000 magazine) or Zagreb (for IRT3000 ADRIA) will have jurisdiction over any disputes.

Purchasing the advertising space

Upon purchasing the advertising space, the customer undertakes to realise a certain number of advertisements in standard dimensions in a predefined period. The discounted purchase is possible for at least 2 advertisements in the period of one calendar year.

The customer shall be granted a discount for the annual purchase of advertising space, as described in the Pricelist of advertising on the web page and in the Media Kit.

If the realised quantity of published advertisements exceeds the amount agreed upon beforehand, the publisher shall award the customer a higher discount rate for the already published advertisements and issue a credit note to the customer. In case the customer does not realise the agreed upon quantity of advertisements and therefore slips into a lower discount rate class, the publisher accounts for the difference caused by invoicing the published advertisements at a too high discount rate and charges the customer with the difference until the last day of the contractual period.

The customer can withdraw from the Advertising agreement with a two-months' notice. The termination of Agreement must be delivered in writing.

Deadlines for the delivery of materials

The customer undertakes to deliver the materials necessary for publishing the advertisements under the deadlines set by the publisher. In case the customer does not deliver the materials or a finished advertisement in time, the publisher reserves the right to re-publish an old advertisement.

The deadlines for the delivery of materials are available in the Advertising Agreement, the General Terms of Advertising, the Media Kit, and on the website www.irt3000.com.

IRT3000 magazine:

Issue No.	Themed sections	Advertisement delivery deadline	Planned issue date
109 (January)	●	4 Jan 2021	29 Jan 2021
110 (February)	○	1 Feb 2021	26 Feb 2021
111 (March)	●	26 Feb 2021	31 Mar 2021
112 (April)	○	2 Apr 2021	30 Apr 2021
113 (May)	●	3 May 2021	28 May 2021
114 (June)	○	4 Jun 2021	30 Jun 2021
115-116 (July-August)	● ○	6 Aug 2021	31 Aug 2021
117 (September)	●	3 Sep 2021	30 Sep 2021
118 (October)	○	1 Oct 2021	29 Oct 2021
119-120 (November-December)	● ○	12 Nov 2021	17 Dec 2021

Themed sections:

- Toolmaking and machine building, non-metals, advanced technologies, pulse at home
- Manufacturing and logistics, joining, materials and technologies, maintenance and technical diagnostics, pulse at home

IRT3000 ADRIA:

Issue No.	Advertisement delivery deadline	Planned issue date
54 (March)	26 Februar 2021	31 March 2021
55 (June)	4 June 2021	30 June 2021
56 (September)	3 September 2021	30 September 2021
57 (December)	12 November 2021	17 December 2021

Preparing the advertisements

The editorial board will be happy to provide assistance to customers in preparing the advertisements. The design in line with the required standards shall be done in agreement with the customer and according to the valid pricelist.

Promotional articles

The content and the form of promotional articles must be aligned with the guidelines of the IRT3000 magazine editorial office. The materials necessary to prepare the promotional articles must be delivered to the IRT3000 magazine editorial office until the agreed deadline. The prices are subject to an agreement with the editorial office.

Booking/withdrawal from agreement and order

The customer must book the advertising space and place the orders in writing. The final deadlines for ordering the advertisement (including precise dimensions of the advertisement) are available in the Media Kit and in the General Terms of Advertising. The order/booking can be cancelled in writing up to 3 days before the deadline for the delivery of materials. If the cancellation is received any later, the publisher shall be entitled to damages amounting to 30 percent of the price of the advertisement.

Prices

The prices for advertising space are determined in the valid pricelist and in the Media Kit, both published at www.irt3000.com. The prices are excluding the value-added tax. IRT3000 magazine is a full-colour A4 format magazine. The advertisements must be prepared in CMYK format and in 300 dpi resolution.

The publisher reserves the right to make special arrangements considering the pricing and advertising terms, different to the ones published herein, to his own discretion and in the following cases: direct compensation agreements, media exchange, cultural events and actions, sponsor activity, social actions, publisher's special and joint projects. The sales terms for advertisements with non-standard dimensions shall be negotiated between the publisher and the customer.

Payment terms

The publisher shall issue the invoice after the IRT3000 magazine issue is published based on the materials included therein. The customer undertakes to pay the invoices for advertisements in the period stated on the invoice, otherwise the publisher reserves the right to charge late fees. The usual payment deadline is 8 days for IRT3000 magazine and 10 days for IRT3000 ADRIA.

Subscription to IRT3000 magazine – Slovenian edition

The annual subscription for ten (10) issues of IRT3000 magazine is € 50.00 for the printed edition and € 30.00 for the digital edition. You are granted a 50 % discount for the combined subscription to the printed and digital editions.

Subscription to IRT3000 ADRIA magazine – Croatian edition

The annual subscription for four (4) issues of IRT3000 ADRIA magazines is € 20.00 (156.00 HRK) for the printed edition and € 12.00 (95.00 HRK) for the digital edition. You are granted a 50 % discount for the combined subscription to the printed and digital editions.

Complaints

The publisher accepts complaints in writing only. The complaint period is eight (8) days after publishing. The customer must consider the technology of printing process (paper quality, technique etc.). The customer will be responsible for any faults due to a low quality of original materials or due to corrections that were communicated by phone.

The complaints for repeated advertisements shall only be accepted if the customer alerts the publisher or files a complaint after the advertisement is published for the first time. Complaints shall not be accepted for materials that were delivered after the deadline for the delivery of materials.

Complaints shall not be accepted for advertisements delivered on electronic media without a proof print. If there is no proof print, the publisher shall not be responsible for colour reproduction or for faults due to improper original materials.

Agencies and agency commissions

The agencies are entitled to a full commission only if the materials are fully prepared, delivered in time and prepared in electronic form. For any of the conditions under this point that is not fulfilled, the provider shall lower the agency's commission by two percentage points.

The publisher calculates the agency's commission rate in percent according to the total value of orders realised in a year and upon mutual agreement.

Insertion of promotional materials

The insertion of promotional materials into the IRT3000 magazine is charged according to the valid price list. The final price for inserted printed materials will be determined upon agreement with the customer and based on a submitted sample according to the weight of materials. In case the materials deviate from the standard dimensions, the price will be determined subsequently.

The deadline for the delivery of sample materials for insertion is ten (10) working days before the publishing date, and the deadline for the delivery of final materials for insertion to the publisher's distribution center is three (3) days before the publishing date. The publisher will not accept any complaints in case the customer fails to fulfil the requirements under this point.

These General Terms of Advertising are in force from 1 August 2020.

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