

Media Kit
2008

TerminmarktWelt.de

TerminmarktWelt.de is the leading financial portal in German language for futures and options trading, technical and fundamental analysis, trading software, and many other subjects related to commodity and financial derivatives trading. The main focus is the editorially supported Forum platform with more than 50 expert fora, containing over 50,000 subjects with more than 150,000 messages.

Active traders constitute the majority of registered members and premium members – with their trading interests and activities focusing on stocks, options, futures, and leveraged instruments, ranging from day trading to position trading.

As a specialized financial information forum, TerminmarktWelt.de is catering to an affluent clientele and is thus an excellent carrier for advertising high-end consumer products besides financial services.

Page Impressions (per month)

averaging ca. 910,000

Site Visits (per month)

averaging ca. 260,000

Short Profile
TerminmarktWelt.de

	Size (Pixel)	Size (kB)	per 1,000 *
Half Size Banner	234 x 60	30 KB	15
Full Size Banner	468 x 60	30 KB	20
Big Size Banner	728 x 90	35 KB	30
Skyscraper	100-200 x 600	40 KB	40
Wallpaper	728 x 90 and 100-200 x 700	75 KB	80

Acceptable File Formats: GIF, JPG, Flash, HTML, PNG

Minimum Booking: 500 Euro net

*** Price per 1,000 Impressions (plus VAT)**

Banner Advertising
TerminmarktWelt.de

Discounts graded

Annual Net Volume	Discount
5,000 Euro	5%
10,000 Euro	10%
40,000 Euro	15%
70,000 Euro	20%
over 100,000 Euro	25%

Agency Commission

A commission 15 % will be granted to recognised agencies.

Discounts
TerminmarktWelt.de

1. Advertising Order

1.1. An advertising order is an order to position one or more advertising spaces on one or more oninternet webpages maintained by Richard Ebert AG.

2. Advertisement

2.1 An advertisement may consist of one or more elements, each linking to webpages of the advertiser. Richard Ebert AG will place the advertisements provided by the client for the contracted period, or till the contracted number of page impressions (page accessions) has been reached. Clients are provided the opportunity by the AdServer to monitor their adverstising campaign and to switch advertisements.

2.2 The advertising rates do not include any of the costs of producing advertisements or advertising texts.

2.3 Richard Ebert AG reserves the right to mark advertisement not clearly discernible as advertisements with the words „Werbung“ or „Anzeige“ (both meaning „advertisement“).

2.4 Ready to use advertisements must be received three business days ahead of the contracted advertisement placment period.

2.5 Advertisements with sizes different from the sizes specified in the Media Kit 2007 need to be expressly accepted by Richard Ebert AG.

2.4 Richard Ebert AG reserves the right to reject advertisement orders in part or in whole should the intended advertising campaign conflict with laws or regulations, or if the advertisements propagate racism and intolerance, or contain pronography.

2.5 If an advertising campaign is interrupted by force majeure, labor conflicts (strikes), or legal intervention, the order silently prorogates accordingly without additional charges. Richard Ebert AG cannot be held responsible for damages resulting from such interruptions for the advertising client.

2.6 Advertisements will be discharged and no longer preserved for any future use three months after ist last use in an advertising campaign.

Terms & Conditions
TerminmarktWelt.de

3. Contracting, Prices, Discount

- 3.1 All offers for advertising with Richard Ebert AG are non-binding. A contract comes into existence by Richard Ebert AG accepting an advertisement order. The prices applicable are governed by the rate schedule in effect at the time of contracting, and they are subject to then prevailing VAT rate, collected in addition to those prices.
- 3.2 Invoicing occurs at the start of the advertisement placement, unless the client and Richard Ebert AG have not agreed and different terms. Invoices are due within 10 days after receiving them. For large orders, schedules for payment in several installments may be agreed upon.
- 3.2 Discounts and commissions will be granted in accordance with the posted price list. Recognized agencies are entitled to 15% agency commission, calculated on the net value of the order.

4. Cancellations

- 4.1 Cancellations of orders are possible. Cancellations occurring at least 14 days ahead of the advertisement campaign will not incur any cancellation charges. Cancellations occurring later will incur a cancellation charge of 15% of the order's net value. Cancellations of advertising campaigns in progress will be charged a cancellation fee of 50% of the contract value not yet consumed by the campaign.

5 Salvage Clause

- 5.1 Should any parts of these Terms & Conditions be or become legally ineffective, the remaining parts shall remain in force.

6. Place of Performance and Legal Venue

- 6.1 Place of performance as well as place of legal venue is 36151 Burghaun in Germany. Any advertising contract will be subject to German law only.

December 10, 2007

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TerminmarktWelt.de

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