



Naturstein the leading specialist portal for the European natural stone industry



www.natursteinonline.com

Online media data

2010/2011

Price list no. 1 Valid from 01.09.2010

- Contacts page 2
- Brief profile, Crossmedia page 3
- Database entries page 4
- Display advertising materials page 5
- Newsletter, special forms of advertising page 6
- Business cards page 7
- Terms and Conditions of Business page 8

Contacts

Your goal, our ideas and your success



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● Brief profile

Fresh ideas for successful advertising:
Naturstein: Inspires enthusiasm for your brand

natursteinonline.com (German) and **naturalstone.net** (English, Portuguese) is the most frequently visited natural stone Internet portal in Europe. The portal offers free reliable information, daily news, fortnightly newsletter, comprehensive search facility for natural stones, companies and products, access to the Naturstein magazine archive and a natural stone dictionary containing a search function which translates specialist terminology in seven languages.

The world's largest collection of natural stone

The core of our trade portal is the Natural Stone Database with over 5,000 natural stone images (approximately 8,000 trade names), coupled to an unparalleled range of professional technical information. The archive is based on the inventory of the German Natural Stone Archive in Wunsiedel the world's largest actual collection of natural stone. The unique search functions of the portal find the technical data the professional needs: where the stone is quarried, recommended applications, frost resistance and petrographic names. The database is constantly updated and extended. Users of **natursteinonline** are principally stone experts, architects, planners, floor layers and landscape gardeners. Your future clients?

Ensure that your advertisement reaches the purchaser by taking advantage of our content and Google ranking: If you google **Naturstein**, one of **the first result to appear is www.natursteinonline.com!**

Figures

Visits: 15.000 per month
Page Impressions: 80.000 per month

source: Google Analytics, 0 1/10 - 8/10

● Cross Media Strategy

Target-oriented advertising placement:
More reach and greater exposure thanks to Crossmedia campaigns



Combine print and online to increase the outreach/media penetration of your advertising message

Naturstein copies sold:	4.181 *
No. of visits to www.natursteinonline.com :	15.000 **

*According to IVW 2/2010, ** September 2010 according to Google Analytics

Raise the recognition value of your brand and products in the target group via both channels!

Advertisers profit by using a cross media advertising strategy

Database entries

Entry as a stone supplier:

- 50.00 € p.a. for 10 types of stone
- plus 1.00 € for each additional type of stone
- Your name (without address and link) appears under Supplier directly next to the stones you supply.

Example: You have 25 types of stone, i.e. you pay 50.00 € for the basic entry incl. 10 types of stone plus 15.00 € for the 15 additional types

Business card:

- 600.00 € p.a. (50.00 per month)
- Your database entry appears in German and in the English portal (translation costs per line: 1.30 €)

Further information on the business card is to be found on page 7

How it works:

As a stone supplier.

If your material is accessed in our database, your company name appears in the Supplier box on the right. A single click and your business card is displayed.

Suppliers of stone and products:

When the relevant term is clicked (e.g. fixing systems) in the navigation on the left, your company is displayed among the listed suppliers. A single click on Continue and your business card will open.

The screenshot shows the 'Naturstein' website interface. On the left is a navigation menu with categories like 'Einkaufsführer', 'Kleinanzeigen', 'Rohblöcke', etc. The main content area features the 'Naturstein DAS FACHPORTAL' header and a search bar. Below this, the business card for 'Bärlocher Steinbruch & Steinhauerei AG' is displayed, including contact information, company details, and a map of the location in Buechling, Switzerland.

Screen: business card

Scope of the business cards

- Your full contact details with your logo and the link to your company website
- Description of your company and your products
- Links to other types of stone you have on offer in our database
- Links to articles about your company which have been published in Naturstein
- Your references in pictures and texts
- Documents such as company prospectuses or brochures
- How to find us using GoogleMaps

Additional options.
Integration of videos

Display advertising materials /banners

Rotation

The banner is displayed and is **guaranteed** to be displayed exactly as many times as agreed during the relevant period (no. of ad. impressions). If there are more page impressions, other banners can be displayed in the booked space. Therefore you have the option of having multiple alternating motifs displayed in a single space.



Half-size banner

234x60 Pixels

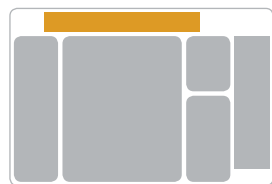
CPM*: 15.00 €



Full-size banner

468x60 Pixels

CPM*: 30.00 €



Super banner (Leaderboard)

728x90 Pixels

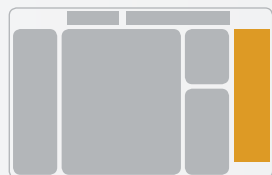
CPM*: 40.00 €



Feature box

max. 200x150 Pixels

CPM*: 40.00 €



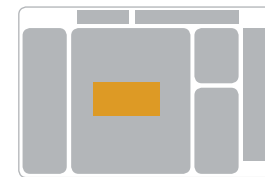
Skyscraper

120x600 Pixels or
160x600 Pixels

CPM*: 45.00 €

- Expandable formats cost +20% of the relevant CPM* each
- All banner formats up to max. 50 KB format: SWF, JPG or GIF files; advertising materials must be delivered at the latest 5 days before they are to go live; please supply substitute GIF or JPG files with Flash formats.

*) Cost Per Mille (CPM): the price for 1,000 deliveries (ad impressions) in the rotation, delivery throughout the entire website (run on site)

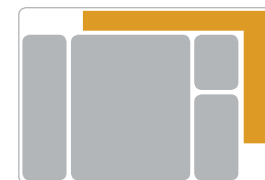


Content ad

(Medium Rectangle)

300x250 Pixels

CPM*: 50.00 €



Hockeystick

(Super banner plus Skyscraper)

728x90 + 160x600 Pixels

CPM*: 70.00 €



Wallpaper

(Hockey stick + colouring of the website)

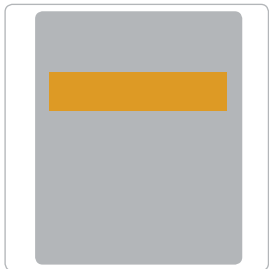
728x90 + 160x600 Pixels

CPM*: 90.00 €

● Newsletter

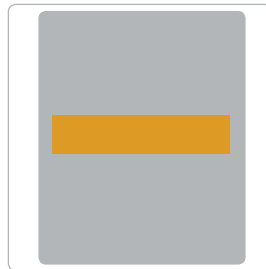
Each issue is dispatched to **guaranteed** 2,500 + X subscribers every fortnight (status 9/2010)

Top third



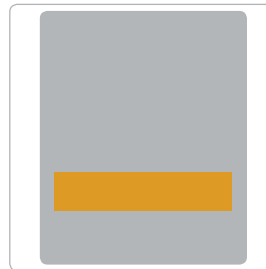
300.00 € per emission

Middle



250.00 € per emission

Bottom third



300.00 € per emission

Advertising materials:

Text and image or banner

Text format:

Max. 450 characters including header

Banner format:

468x60 pixels to 600x250 pixels

JPG or GIF banner (static or animated)

Alternative text: max. 8 lines à 72 characters

File size:

Max. 50 KB

All banner formats up to max. 50 KB; SWF, JPG or GIF formats, advertising Materials must be delivered at the latest 5 days before they are to go live; please supply substitute GIF or JPG files with Flash formats.

! Please note: animated GIF files will no longer be represented in animated form from Outlook 2007 on.

● Special forms of advertisements

■ Sponsoring for the Stone search:

Box with logo and text in our database via the search masks,

Price: 1,000.00 € per month (exclusive)

■ Sponsoring for Top 15:

Once a month we present the fifteen most frequently clicked stones in an info-box. We place your logo with a text specified by you.

Price: 500.00 € per month (exclusive)

On request, all our Customers are informed in detail via e-mail about the media service which has been rendered.

Have you any questions regarding business cards or other forms of advertising?

I look forward to hearing from you!



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Business cards

To be found where potential customers seek information: business cards at Natursteinonline.com

Supplier boxes in the Stone search entry related to material in our natural stone database has a box with links to suppliers' business cards

Anbieter
Marmor Stettinger >>
REXGRANIT >>
Baumann GmbH >>
Grein Italia >>
R.E.D. Graniti >>
OK Graniti Oy >>
Palin Granit Oy >>
Granicon Oy >>

Boxes on the Start page and almost all sub-pages with links to your business

Visitenkarten
Roskopf & Partner AG
Göflaner Marmor GmbH
Hemmstone GmbH
WEHA Ludwig Werwein GmbH
Michelangelo

Navigation in the stone search area with links to all business card categories

Rohblöcke
Rohplatten
Fliesen
Innenausstattung
Arbeitsplatten
Engineered Stone
Fassaden
Befestigungstechnik
Außenbereich, Galabau
Prüfinstitute, Beratung
Versetzen und Verlegen
Reinigung, Schutz & Pflege
Restaurierung/Steinreparatur
Maschinen (Gewinnung)
Maschinen (Bearbeitung)
Werkzeuge
Transport
Gebr. Maschinen/Fahrzeuge
Softwaresysteme
Grabmale und Zubehör
Messen und Partner

Articles in the News area With links to your business card

Goldglitzernder Schiefer

Das 1999 gegründete Unternehmen ABV Slate führt zu den großen brasilianischen Bruchsteinern und Produzenten. Es exportiert eine breite Palette an Schieferprodukten in die ganze Welt. Schiefer von ABV Slate kann vielseitig eingesetzt werden - für Dächer, im Galabau sowie in Form von Böden, Bekleidungen und Küchenarbeitsplatten. Die Produkte sind in Standardformaten und als Maßanfertigung erhältlich.

Das Unternehmen wird auch auf der Marmoraccc vertreten sein und schwarzen (Parter Black), grauen (Tapo grey) sowie weißeligen Schiefer (Volturno Leine) präsentieren. Als Neuheit und Blickfang stellt ABV Slate den Schiefer Goldstar Slate mit goldglitzernden Sprenkeln vor, der sich besonders gut als Wandbekleidung eignet. Die goldglitzernden Sprenkel dürfen nicht mit Polyesterweissmilch vermischt werden. Sie glänzen nicht!

[>> Visitenkarte von ABV Slate](#)

Banner with links to your business card displayed in all areas of our portal

Supplier links in stone entries Each entry in our natural stone database contains a box with links to supplier business cards

Firmen und Produkte

Sie interessieren sich für Blöcke, Rohplatten, Fliesen, Maschinen, Werkzeuge, Küchenarbeitsplatten oder andere Produkte? Bei uns finden Sie die passenden Anbieter.

[weiter >>](#)

Boxes on the Start page with links to the business card area

Anbieter		
Marmor Stettinger >>	REXGRANIT >>	Baumann GmbH >>
Grein Italia >>	R.E.D. Graniti >>	OK Graniti Oy >>
Palin Granit Oy >>	Granicon Oy >>	

General Terms and Conditions of Business for Online Advertising

1. Exclusive Applicable Scope

1.1 The Ebner Verlag GmbH & Co. KG, Karlstraße 41, D-89073 Ulm, Germany (hereinafter known as "Publisher") markets advertising appearances in its own name and on its own account for the websites and smartphones and/or tablet PC applications which it operates.

1.2 Only the following General Business Conditions and no others shall be exclusively valid for all contractual relationships between the Publisher and the advertising contractual partner (hereinafter known as "Client") pertaining to the insertion of advertising appearances. The validity of any of the Client's general business conditions is expressly excluded and it is also excluded in the event that the Publisher does not object in individual cases.

2. Services, Online Advertising Media

2.1 In the context of these General Business Conditions, "services" are defined as all online advertising media and other bookable services in the context of the Publisher's advertising (e.g. the programming of advertising media, microsites, the conduct of marketing programs, etc.).

2.2 "Online Advertising Media" are defined as offers which consist of images and/or texts and/or sounds and/or moving images on a sensitive area (e.g. a link) which, in response to the click of a visitor's mouse, can be connected to one of the advertiser's predetermined Web addresses. In addition to classical banner advertising, these may also and especially include entries about a product or company, sponsoring, email campaigns or microsites. Also included herein are so-called "Download Offers" by the Client, e.g. video ads, e-books or other downloadable or streaming offers which the Publisher keeps available.

2.3 "Advertising Contract" is defined as the contract to insert an online advertising medium and/or other services for the purpose of dissemination via the Publisher.

3. Signing of a Contract

3.1 An advertising contract fundamentally comes into existence through written or emailed confirmation or through (partial) rendering of services by the Publisher.

3.2 In the event of booking via an intermediary (e.g. an advertising agency), if any doubts should arise, then the contract comes into existence with the advertising agency itself. If an advertiser becomes a client, the agency must mention this client by name.

4. The Client's Obligation to Cooperate

4.1 Insofar as the online advertising media are to be inserted by the Publisher, the Client shall make these advertising media available to the Publisher no later than four workdays prior to their agreed-upon first day of appearance. The delivery of data shall occur in compliance with the Publisher's currently valid technical "Format Requirements." If a tardy delivery or a delivery that is not in accord with the technical requirements should make it impossible for the Publisher to accomplish the orderly and punctual publishing of the advertising media, the Client's obligation to pay for the services remains unaffected by same. The Client shall bear the expenses for the preparation of error-free material or for changes to the agreed-upon materials which are desired or necessitated by the Client.

4.2 The Client has the right to use links to refer to a target URL insofar as a new browser window opens. The implementation of other technical means, which reroute users from the site or which collect data about the users, is prohibited; in particular, the usage of over-the-page (OTP) advertising media, requests for the typing in of data about the user, and the insertion of cookies are permissible only with prior written consent from the Publisher.

5. Client's Obligations, Exemption from Liability

5.1 By implementing suitable and state-of-the-technology protective programs, the Client agrees to assure that the conveyed advertising media or the advertising media which he has made available for insertion are free from damaging codes, e.g. viruses and/or Trojan horses.

5.2 The Client bears responsibility for the contents of the online advertising media and also bears responsibility for assuring that the online advertising media do not violate the rights of third parties. The Publisher is under no obligation to monitor the online advertising media with regard to their compliance with the currently valid legal regulations. The Client shall free the Publisher from claims from third parties which may arise from the performance of this contract, even if it has been terminated.

5.3 The Client affirms that with regard to all authors of online advertising media, the Client has received the necessary usage and exploitation rights which are conveyed to him by the Publisher in accord with clauses numbers 10.1 and 10.2. The same applies to necessary agreements (if any) with collecting societies (especially GEMA). The Client is responsible for the payment of sums to which these collecting societies lay claim.

6. Authority to Refuse, Interruption of Advertisement Measures, Identification

6.1 The Publisher has the right to refuse individual online advertising media if these violate existing laws or established jurisprudence, official or legal orders, or a cease-and-desist declaration by the Publisher, or if such advertising media violate the rights of third parties, or if the publication is unacceptable for the Publisher because of the media's contents or origins or due to technical reasons. This right also exists for individual online advertising media which are to be published in fulfillment of a framework contract with the Client.

6.2 The Publisher has the right to (temporarily) interrupt the conduction of advertising measures insofar as a reasonable suspicion exists that the preconditions specified in clause number 6.1 are fulfilled, and especially in the event that a third party makes a not-clearly-ungrounded claim to have suffered a violation of his rights, in the event that a warning has already occurred in a similar case, or in the event that governmental authori-

ties have begun investigations. The same applies in the event that the Client makes subsequent changes in the contents of the advertising media which lead to a violation according to clause number

6.1. The Publisher shall inform the Client about any interruption of this sort and shall give the Client the opportunity to demonstrate the legality of the advertising measure and, if applicable, to furnish proof thereof.

6.3 Similarly, the Client can demand that the Publisher interrupt or remove the advertising measure if the Client has received a third party's claim of a violation of rights. Insofar as the Client himself can remove the advertising measure or place it offline, in this instance the Client himself is obligated to remove or block the measure.

6.4 In the event that advertising measures are refused or interrupted according to the stipulations specified in the preceding clauses, the Client is nevertheless obligated to pay the agreed-upon fee to the Publisher, minus the monies which the Publisher has saved as a result of the refusal or interruption, unless the Publisher has been able to sell the intended advertising space to another advertiser. This obligation to pay does not exist insofar as the Client can prove that the content of the advertising media was legal and that no reasons existed for the Publisher to have refused and/or interrupted the advertising media.

6.5 Advertising media, which are designed in such a way as to render them not clearly recognizable as such, will be clearly separated from other contents by the Publisher, e.g. by labeling them as "advertisements."

7. Guarantee by the Publisher, Client's Obligation to Notify of Defects, Time Limitation

7.1 The Publisher guarantees the usual quality and publication of the online advertising medium in accord with the specifications in the order confirmation and the "technical format requirements" and with reference to the data conveyed Client to the Publisher.

7.2 If the publication of an online advertising medium does not satisfy the obligatory quality standards, then the Client has the right to demand a lengthening of the publication interval or to insist upon the immediate publication of a substitute advertisement in comparable surroundings. This right, however, applies only to the degree to which the purpose of the online advertising medium was impaired. If, despite the fact that the Client had given the Publisher an appropriate amount of time during which to publish a substitute advertisement, the Publisher does not publish such a substitute advertisement, or if the publication of this substitute advertisement should likewise be defective, then the Client has the right to reduce the payment to the Publisher and to annul the order to the degree to which the purpose of the online advertising medium was impaired.

7.3 The Client shall immediately examine the advertising measure after its first appearance and shall notify the Publisher of any defects therein (Client's Obligation to Notify of Defects). In case of hidden defects, the Client shall notify the Publisher immediately after the discovery of such defects. Written notification of the presence of obvious defects shall be sent within five workdays after the first appearance of the advertisement; written notification of the presence of hidden defects shall be sent within five workdays after the discovery of such defects.

7.4 The Publisher guarantees the 94% availability per month of the website and thus of the advertising media. Not included in this time unit are interruptions, within a reasonable scope, which are necessary for the maintenance of the system; likewise not included herein are interruptions due to force majeure or unavoidable causes. The availability is understood as the ratio of actual time to targeted time.

8. Placement of Advertising; Use of Data, Running Time, Availability, Prices

8.1 The Publisher shall place the advertising media within the context of each booked advertising measure and with the greatest possible consideration of the Client's wishes. However, unless agreed otherwise, the Client has no claim to a particular placement or to the exclusion of advertising for goods or services of one of the Client's competitors.

8.2 If necessary, the Publisher shall place download offers, as well as the listings of businesses and/or products, together with information from other clients, in a database and shall keep this data available for users via the channels booked by the Client.

8.3 If, as a result of the services rendered by the Publisher, the Client should receive personal data or anonymous and/or pseudonymous data, these data may be analyzed by the Client exclusively within the context of the particular advertising campaign and in compliance with currently legally valid data-protection regulations, insofar as such analysis has been agreed upon within the context of the advertising contract. The Client is not permitted to process or use the data beyond this context, and the Client is especially prohibited from conveying the data to third parties. This prohibition also applies to the creation of profiles based on the usage behavior of users, especially through enriching existing data with information provided by third parties.

8.4 The pricelist which is valid at the point in time when the Client commissions the advertising from the Publisher shall be valid for the advertising contract. Price changes are permissible if more than four months intervene between the signing of the contract and the agreed-upon date of first appearance of the online advertising medium. However, such price changes come into effect only if the Publisher has announced them at least one month prior to the publication of the online advertising medium. The Client has the right to annul the order within fourteen days after receipt of notification of the price increase.

8.5 In the event of an order to insert several online advertising media (framework contract), the insertion of

the individual advertising media must occur within one year after the signing of the contract. With regard to the price, the pricelist shall be valid which was valid at the time of the insertion. Agreed-upon or granted discounts are valid only for the volume of online advertisements specified in the contract. If the complete insertion of all booked advertising media does not occur within the one-year interval, the Client is obliged to refund the difference between the discount as specified in the contract under consideration of the intended total volume and the discount as determined by the actual total volume (discount adjustment charge).

8.6 Insofar as the client has booked a certain number of ad impressions for an advertising measure, the Publisher calls the Client's attention to the fact that these statistics are necessarily based upon past experience. If the number of ad impressions does not reach this expected level, the interval during which the advertising measure remains inserted shall be extended until the booked number of ad impressions has been reached. If the placement which the Client had initially booked for a shorter interval has already been assigned to another client, the Publisher has the right, while appropriately taking into account the Client's interests, to shift the Client's advertisement to a comparable alternative place. Inherent in the system is the fact that counting differences may occur due to the operation of third-party ad servers. The numbers specified by the Publisher shall always serve as the basis for accounting.

8.7 Insofar as the Publisher renders services which are subject to copyright, the Publisher grants to the Client the simple usage and exploitation rights which are necessary for conducting the advertising appearances. Any further usage by the Client requires written consent from the Publisher.

9. Conditions of Payment, Prepayment, Right of Retention and Offset

9.1 The invoice shall be drafted on the first day of appearance of the online advertising media order, and in every case no later than the end of the month in which the order was inserted. If a prepayment has not been agreed upon, the invoice is to be paid without deductions within ten workdays after it has been drafted; after expiration of this deadline, the Client comes into default and must pay interest on the sum specified in the invoice in the amount of 8% above the currently valid base rate according to § 247 BGB.

9.2 If the Client does not meet his payment obligations as contractually specified or if he exceeds the due dates or if he discontinues his payments or if other circumstances become known which call the Client's creditworthiness into question, then (without prejudice to the existing due dates of payments and installment payments) the Publisher can also demand prepayment for the services specified in the contract, as well as payment of all unpaid invoices, including invoices which are not yet outstanding. Furthermore, the Publisher has the right to refuse to continue to render ongoing services until complete payment of the outstanding sums has been made.

9.3 Also in the event of differently formulated rules, payment will initially be applied to the older debt, in this instance first to the interest and then to the principal.

9.4 The Client has the right to offset or retention only if the Publisher has recognized the claim or if contrary claims have been judicially determined.

10. Granting of Rights by the Client

10.1 With regard to all online advertising media, as well as with regard to other contents published in the context of the advertising contract, the Client transfers to the Publisher the necessary usage and exploitation rights, as well as other copyright-related rights. In particular, these include the database right, the right to reproduction, dissemination, broadcasting and storage, and the right to make contents accessible.

10.2 With regard to the download offers and for the purpose of achieving comprehensive marketing, the Client grants to the Publisher the Client's contents, as well as the right to license these contents to third parties for the purpose of keeping these contents available in the Internet or of using these contents for other forms of offers (so-called "Content Syndication").

10.3 The Client grants these rights for the duration of the insertion of the advertising medium. With regard to Content Syndication according to Clause 10.2, the rights are granted with no time limit, but they can be recalled by the Client at any time after the expiration of a two-week period after notification of recall.

11. Liability of the Publisher

The Publisher assumes unlimited liability only for intent and gross negligence; in the event of negligent breach of a contractual obligation, the Publisher also assumes unlimited liability for damages arising from injury to life, body or health. In the event of slight negligence, the Publisher assumes liability for financial losses, including loss of earnings, only if such losses arise due to breach of obligations whose fulfillment the Client could rely upon to a special degree (cardinal obligations). With regard to its amount, the liability is limited in this instance to the contractually typical average damages and to such damages as can be predicted in such cases and which are not controllable by the Client.

12. Place of Jurisdiction, Place of Performance and Proper Law

12.1 The place of jurisdiction and the place of performance is the Publisher's place of business in Ulm. This applies only if the Client numbers among merchants in the sense of §§ 1, 2, 3, 5 and 6 HGB or if the Client is a legal entity under public law or is a public special estate or if the Client's place of residence or usual abode is unknown at the time the suit is brought or if the Client's residence or usual abode is moved after the signing of the contract to a location outside the jurisdiction of the law or if the Client has no general place of jurisdiction in Germany. The Publisher also has the right to bring actions before the court which is responsible for the Client's residence.

12.2 German law is applicable, to the exclusion of the UN Convention on Contracts.