

## *Size makes an impact!*

Price list effective as from August 2008

### *Placement costs*

The placement costs include location research work, rent, permits, installation/disassembly as well as installation material, transport costs (to and from advertising spaces in Germany) and photo documentation as well as the illumination at night.

As a rule, we offer PLAKATIV advertising spaces on an all-inclusive monthly basis for 28 days/ per month and regardless of the size of the giant poster to be installed.

### *Production*

Digital printing incl. data acceptance, material, specimen test print up to a size of 5 sq. m, production monitoring and make-up when printer's copy is provided in accordance with the specification for printing documents to our production partners and transport to the advertising space.

***Giant posters placed on a  
PLAKATIV advertising space mesh B1 or frontlit B1***      € 24,00/sq.m

The production lead time is ten workdays starting from the receipt of the complete printing documents. Express production by arrangement and against an express surcharge of 10 - 50%.

Larger volumes are calculated upon request.

### *Cleaning*

Giant posters will be cleaned during a campaign if considerable dirt prevents a perfect display. If the dirt, smudging, etc., is caused by improper handling of the giant posters on the part of agents of PLAKATIV GmbH, PLAKATIV GmbH will bear the costs of cleaning. Otherwise we shall charge € 11.00 per sq. m of poster.

### *Storage*

Upon request we will store your giant poster (max. size 250 sq.m. per poster, materials: net vinyl or backlit) after placement, charging € 50,- per month and poster. For posters from 251 sq.m. and up, or for posters of front lit material (from 20sq.m. and up), we will provide you with a separate offer. After the placement, the dispatch of the giant poster from the site to the PLAKATIV-stocks is free of charge. Giant posters from PLAKATIV-stocks are dispatched to third-party stocks via overnight and against payment. In order to avoid storage and shipping costs, please do inform us about further handling of the giant posters after placement. The information regarding further handling of the giant poster must reach us within the 28<sup>th</sup> of each assembling month. If still in lack of this information at the 28<sup>th</sup> of the assembling month, the giant poster will automatically be put into storage against payment.

### *Disposal*

Giant posters produced by PLAKATIV GmbH will be disposed free of charge on request.

### *Repair*

Once the giant posters have been put up or taken down, our technicians give us a report on the state of the poster, indicating any existing dirt or damage. If during the campaign damage, e.g. missing eyelets caused by storm, is to be remedied within a short time in order to ensure perfect display, we shall inform our customer if this necessitates a time delay in subsequent placement.

All particulars are subject to alteration.

All prices stated are subject to the statutory value-added tax.

The General Terms and Conditions of PLAKATIV GmbH shall apply exclusively.