



DZKF

Advertising rates 2010 Nr. 18 . valid from 01.01.2010 on

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2 DESCRIPTION

DZKF . Advertising rates 2010, Version #18

DZKF – Deutsche Zeitschrift für klinische Forschung – is the leading German-language publication devoted to medical research and innovation.

Its highly professional editorial team bimonthly provides competent and comprehensive information on all important topics in this area. Moreover it offers a forum to reputed guest authors from the fields of science, industry and the medical profession, also presenting controversial standpoints.

DZKF has therefore increasingly become a required reading for clinical investigators and interested physicians, clinical research professionals and members of the executive staff involved in clinical research.

DZKF is an excellent communication platform for both image as well as for corporate advertising. Naturally DZKF is also an excellent medium to publish specific PR information.

Benefits

- Via **DZKF** you gain access to a precisely defined target group without coverage waist.
- **DZKF** is the leading communication medium in clinical research and is know for its high information content and strong impact.
- **DZKF** offers an excellent price/performance ratio.
- With 3 - 5 readers per issue you reach about 20,000 decision makers.

Market

Medical scientific professionals, physicians, clinics, professional associations, training institutes, clinical research professionals, investigators, universities, regulatory authorities, pharmaceutical and medical devices industry.

Issuance:

bimonthly, 6 issues p. a..
Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec

Print run: 5,000

Circulation: 4,000 – plus special editions

Distribution: Germany, Austria, Switzerland

Established in: 1996

ISSN: 1616-0347

3 TOPICS

Range of topics

- Medical indications: new strategies and therapies
- Congress and symposium reviews
- Pharmacoeconomics and Health Care System
- Bio- und pharmakogenetics
- Doctor/patient relations
- e-Clinical Trial and new technologies
- Practice and know-how in Clinical Research
- Essays and reports

Headings

- Brief News . the latest news from the Industry
- New Data . the latest facts on Research and Science
- Standpoint . controversial statements of opinion
- Law . legislation and regulations
- Links . interesting and useful web links
- Employment advertisements
- Seminar & Symposium advertisements

Core topics 2010

- January/February 2010
Haematology, Infections, Rheumatology
- March/April 2010
Immunology, Dermatology, Oncology
- May/June 2010
Trauma, Cardiology, Neurology
- July/August 2010
Gender Medicine, Inner Medicine, Anaesthesiology
- September/October 2010
Gynaecology, Infections, Endocrinology
- November/December 2010
Urology, Oncology, Peadiatrics
- January/February 2011
Pulmonology, Inner Medicine, Radiology

The editorial staff reserves the right to change the topic planning.

4 DATES AND PUBLISHING HOUSE

DZKF . Advertising rates 2010, Version #18

Issue	Period of time	Publication date	Booking deadline	Copy deadline
1/2	January/February 2010	29.01.2010	11.01.2010	15.01.2010
3/4	March/April 2010	24.03.2010	19.02.2010	26.02.2010
5/6	May/June 2010	19.05.2010	16.04.2010	23.04.2010
7/8	July/August 2010	14.07.2010	11.06.2010	18.06.2010
9/10	September/October 2010	15.09.2010	13.08.2010	20.08.2010
11/12	November/December 2010	17.11.2010	15.10.2010	22.10.2010
1/2	January/February 2011	19.01.2011	15.12.2010	22.12.2010

Publisher

DZKF – Deutsche Zeitschrift für Klinische Forschung
Geelen & Geelen GmbH
Gut Keferloh 1c
D-85630 Grasbrunn

■ Diana Bach

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Fax +49 89-45 67 29-55
E-mail marketing@dzkf.de

www.dzkf.de
www.dzkf-weiterbildung.de
www.dzkfblog.de

Advertising Management

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E-mail koch@id-medienservice.de

5 PRINT ADVERTISEMENTS

DZKF . Advertising rates 2010, Version #18

	Size		Type area (W x H in mm)	Trim size (W x H in mm)	b/w	4c
Editorial section	2 nd + 4 th cover		170 x 245	210 x 297	2.450,-	2.450,-
	3 rd cover		170 x 245	210 x 297	2.250,-	2.250,-
	1/1 page		170 x 245	210 x 297	1.500,-	2.000,-
	3/4 page	horizontal	170 x 178	210 x 217	1.140,-	1.510,-
	2/3 page	vertical	112 x 245	132 x 297	1.010,-	1.340,-
		horizontal	170 x 158	210 x 193	1.010,-	1.340,-
	1/2 page	vertical	82 x 245	100 x 297	760,-	1.010,-
		horizontal	170 x 117	210 x 145	760,-	1.010,-
	1/3 page	vertical	53 x 245	73 x 297	515,-	680,-
		horizontal	170 x 77	210 x 94	515,-	680,-
1/4 page	2 columns	82 x 117		390,-	515,-	
	4 columns	170 x 56		390,-	515,-	

- All prices in Euro.
- The listed prices are without VAT.
- Special agreement is required for special colours.
- Other sizes possible.
- Type-setting costs will be charged according to the work volume.
- Bleed ads: no extra charge. Add 3 mm to each side of trim area.

■ **Fixed advertising location** + 10 % (min. € 75,-).

■ Special advertising opportunities

Company profile 1/1 page + 10 % fixed advertising location (always immediately previous to the employment section).

Cross media offers/Combinations valid for:

- Deutsche Zeitschrift für Klinische Forschung – print
- Websites – online
 - www.dzkf.de
 - www.dzkf-weiterbildung.de
 - www.dzkfblog.de
- Discounts on request

6 PRINT ADVERTISEMENTS

DZKF . Advertising rates 2010, Version #18

Employment section Seminar & Symposium section	Size		Type area (W x H in mm)	Trim size (W x H in mm)	b/w	4c
	1/1 page		170 x 245	210 x 297	1.500,-	2.000,-
	3/4 page	horizontal	170 x 178	210 x 217	1.140,-	1.510,-
	2/3 page	vertical	112 x 245	132 x 297	1.010,-	1.340,-
		horizontal	170 x 158	210 x 193	1.010,-	1.340,-
	1/2 page	vertical	82 x 245	100 x 297	760,-	1.010,-
		horizontal	170 x 117	210 x 145	760,-	1.010,-
1/3 page	vertical	53 x 245	73 x 297	515,-	680,-	
	horizontal	170 x 77	210 x 94	515,-	680,-	
1/4 page	2 columns	82 x 117		390,-	515,-	
	4 columns	170 x 56		390,-	515,-	

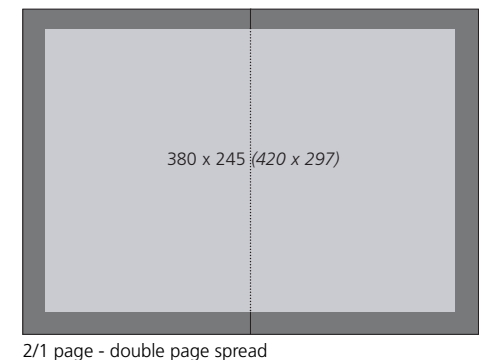
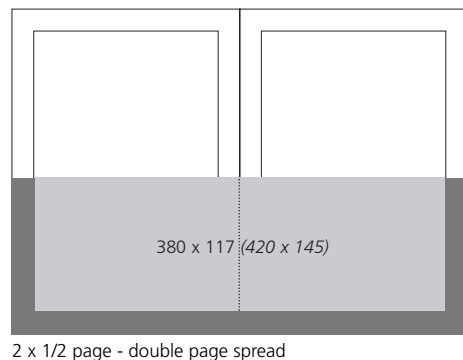
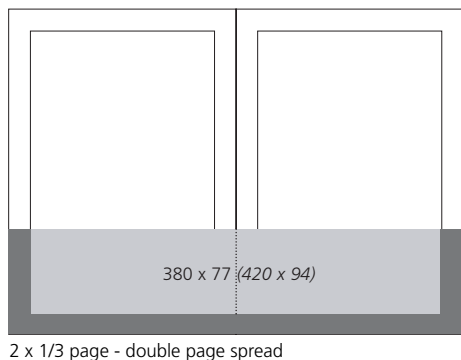
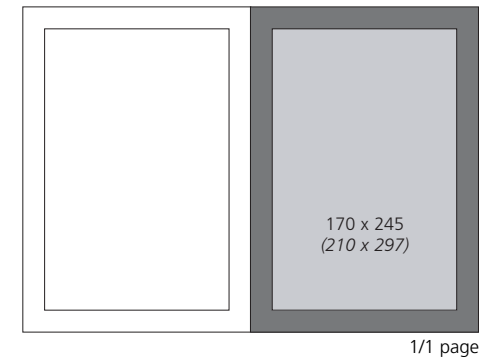
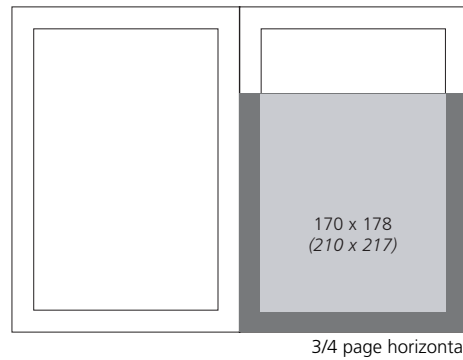
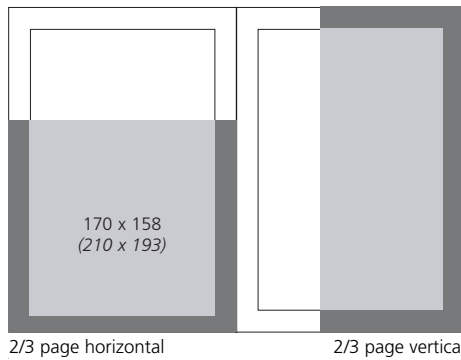
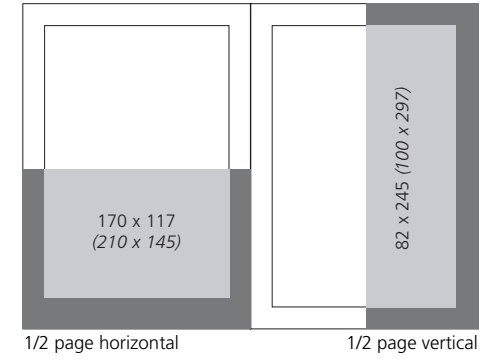
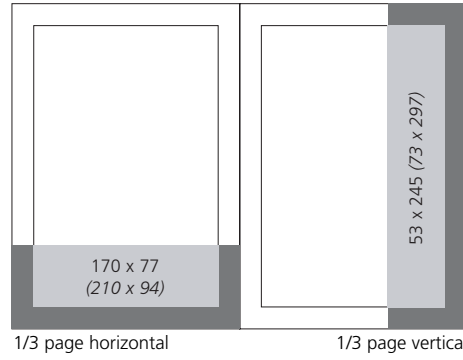
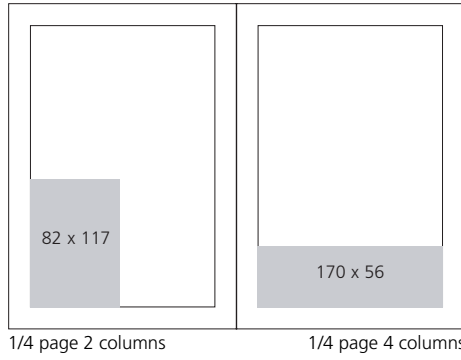
Without further costs employment and seminar ads are published on www.dzkf.de for a period of 8 weeks.

Online publishing on www.dzkf.de and/or on www.dzkf-weiterbildung.de before the actual print date will be surcharged by 10 % (min. € 75,-)

Frequency discounts	
3 or more advertisements	5 %
6 or more advertisements	10 %
9 or more advertisements	15 %
12 or more advertisements	20 %

Volume discounts	
2 pages or more	5 %
3 pages or more	10 %
6 pages or more	15 %
9 pages or more	20 %
12 pages or more	30 %

7 SIZES



Size without bleed

Size with bleed (*in brackets*)

Trimming for bleed ads: add 3 mm on all four sides

8 BANNERS ON WWW.DZKF.DE

Benefits/Target group

- see page 2.

Banner B1

Skyscraper

- Right-hand side – on all pages of www.dzkg.de
- Size: 160 x max. 600 pixels (Height variable)
- Price: € 350,-/month

Banner B2

Full banner on start page

- Size: 450 x 60 pixels
- Price: € 180,-/month

Banner B3

Half banner on start page

- Size: 234 x 60 pixels
- Price: € 150,-/month

Banners B4a - B4c

Full banner or half banner on start page

Banner B4a, B4b and B4c may be replaced by two half-banners (left and right).

- Full banner: 468 x 60 pixels
- Price: € 180,-/month
- Half banner: 234 x 60 pixels
- Price: € 150,-/month



Banner B5

Full banner on the headings of www.dzkg.de

- Size: 450 x 60 pixels
- Headings:
 - Employment advertisements
 - Seminar & Symposium advertisements
 - „Werbung“ (= advertisements)
 - „Impressum“
 - Links (interesting and useful web links)
 - Archive
- Price: € 165,-/heading/month

- All banner prices include hyperlink.
- File types delivery for banner/skyscraper:
 - Flash banner (*.swf)
 - Animated GIF (*.gif)
- Discounts:
 - 3 months: 10 % discount.
 - 6 months: 15 % discount.
 - 12 months: 25 % discount.
- Cross media offers – discounts on request.

9 BANNERS ON WWW.DZKF-WEITERBILDUNG.DE



Topic of the month



Topics

Banner B6

Full banner on start page

- Size: 468 x 60 pixels
- Price: € 180,-/month

Banners B7a + B7b

Half banner on start page

- H: 234 x 60 pixels
- Price: € 150,-/month

Banner B8

Publication-/sponsor-banner

- Target your sponsor-banner over the publication of your choice and demonstrate your interest in this topic.
- Full banner: 468 x 60 pixels
- Price on request

Banner B9

Premium banner on start page

- Size: 175 x 111 pixels
- Price: € 150,-/month

- Banner prices include hyperlink.
- Banners B6/B7a and B7b rotate.
- Max. 4 different banners/position.
- File types delivery for banner/skyscraper:
 - Flash-Banner (*.swf)
 - Animated GIF (*.gif)
- Discounts: 3 months: 10 % – 6 months: 15 % discount – 12 months: 25 % discount.
- Cross media offers – on request.

Benefits

- The independent image of both portal and print of the **DZKF** support the scientific credibility of your publications.
- The portal targets your audience effectively and efficiently and makes your multimedial publications available everywhere anytime.
- Traffic rates are not the issue anymore because you can send your communication partner directly to the publications of your choice.
- You gain access to your target group without coverage wait.
- The portal offers special conference and professional association features, we will be happy to inform you in more detail.

Target group

Medical scientific professionals, physicians, clinics, professional associations, training institutes, clinical research professionals, investigators, universities, regulatory authorities, pharmaceutical and medical devices industry.

Established in: 2006

Quick Code (QC)

- on request
- If you wish to see how the QC works, please visit the start page of our homepage **www.dzkgf-weiterbildung.de** and enter QC **DZ0001** in the „QuickCode“ box on the top right corner. You will receive more detailed information on the online portal.

General information concerning the portal

- All prices in Euro
- The listed prices are without VAT.
- Type-setting costs will be charged according to the work volume.
- Employment advertisements are limited to the website **www.dzkgf-weiterbildung.de**. Prices on request.
- Free of charge publications, e. g. press releases, may be linked to different options (e.g. teaser, topic of the month). Prices see page 11.
- Changes during the period of term (contents/seminars/options etc.), are charged according to the work volume.
- Individual user statistic can be monitored at all times.
- Further information on **www.dzkgf-weiterbildung.de**.
- Contact details see page 4.

Topics (see page 9):

Publications free of charge

- practice and know-how in clinical research
- doctor/patient relations
- pharmacoeconomics
- Health Care System
- medical indications
- the latest news from the industry

Publications with costs

- conferences and seminar announcements
- training & seminars
- company profile
- professional associations
- employment advertisements
- web congresses

What is a „publication“?

- A **text publication** of one of the following file types:
*.pdf – *.ppt/*.pptx (PowerPoint), *.doc/*.rtf (Word) – *.xls (Excel)
- A **multimedial publication** of one of the following file types:
*.wmv (our favorite!) – *.mov – *.mpg/*.mpeg – *.avi

11 ONLINE ADVERTISING ON WWW.DZKF-WEITERBILDUNG.DE

DZKF . Advertising rates 2010, Version #18

Basis rate* – 1 publication/1 month	70,- €
Handling fee (HF)	5 % on top of basis rate (and additional options)
Option 1: Topic of the Month (ToM) (appears on start page) see picture page 10.	30,- € per 1 publication /1 month
Option 2: Teaser on start page (Summary and link to publication)	40,- € per 1 publication /1 month
Option 3: Publication-/Sponsor-Banner (B8, see page 10) (inclusive Hyperlink)	on request

*Basis rates: Publication online for agreed period of time. The announcements of seminars/conferences may be replaced by new ones during the running period of the agreement. Links to homepage are included.

Calculation example

- 5 publications/announcement for the duration of 12 months.
- 1 publication as Topic of the Month for the duration of 6 months (Option 1).
- 2 publications as a Teaser for the duration 3 months prior to the date of the event.

	# publica- tions	period months	basis rate	handling fee 5 %	total without discount	volume/ duration discount	total discount	Total
basis rate	5	12	4.200,-	210,-	4.410,-	30 %	1.323,00	3.087,00
option 1	1	6	180,-	9,-	189,-	15 %	28,35	160,65
option 2	2	3	240,-	12,-	252,-	10 %	25,20	226,80
Total								€ 3.474,45
Price per publication per month								€ 57,91

Volume discounts

3 - 5 publications	5 %
6 - 8 publications	10 %
9 - 11 publications	15 %
> 12 publications	25 %

Duration discounts

3 - 5 months	10 %
6 - 11 months	15 %
12 months	30 %

Volume and/or duration discounts apply only once per order. The highest discount is applicable.

12 NEWSLETTER: WWW.DZKF-WEITERBILDUNG.DE

DZKF . Advertising rates 2010, Version #18

- You have the opportunity to publish a text including an illustration and/or a banner in the monthly **DZKF-Newsletter**.
- Target group: edical scientific professionals, physicians, clinics, professional associations, training institutes, clinical research professionals, investigators, universities, regulatory authorities, pharmaceutical and medical devices industry.
- Recipients: ca. 1,500 registered addressees.
- More detailed information: <http://www.dzkg-weiterbildung.de/index.php?nl=DZKF-Newsletter-Informationen>

Dispatch dates

- DZKF-News 01/2010: week 3
- DZKF-News 02/2010: week 7
- DZKF-News 03/2010: week 11
- DZKF-News 04/2010: week 15
- DZKF-News 05/2010: week 19
- DZKF-News 06/2010: week 24
- DZKF-News 07/2010: week 28
- DZKF-News 08/2010: week 33
- DZKF-News 09/2010: week 37
- DZKF-News 10/2010: week 41
- DZKF-News 11/2010: week 46
- DZKF-News 12/2010: week 50

Price

- € 135,-

Specifications

- Text: 500 x 1,000 characters
- Illustration: 150 x 150 pixels - 72 dpi - formats: JPG, GIF, BMP, etc.
- Banner: 468 x 60 pixels - GIF-format (also animated)



Teaser

Screenshot Newsletter www.dzkg-weiterbildung.de

13 SPECIAL ADVERTISING OPPORTUNITIES

DZKF . Advertising rates 2010, Version #18

Special print run/special editions

- Special print runs / editions on request (Min. volume: 500).
- Complete issues or selected articles of your choice.
- Prices on request.

Box number advertisements

- Box number advertisements (employment advertisements and Seminar & Symposium advertisements) are charged separately.
- Box number charge: Germany € 8,-, Europe €15,-.

Inserts

- Up to 25 g € 395,- % plus postage.
- 26 - max. 40 g on request.
- Selection costs: 10 %.
- Min. size: 105 x 148 mm
- Max. size: 200 x 290 mm

Bound inserts

- Any bound inserts, whose editorial presentation is such that they are not recognisable as advertisements shall be clearly identified as such by the publisher using the designation of „advertisement“.
- Up to 4 pages € 470,- %.
- Up to 8 pages € 555,- %.
- More than 8 pages: offer on request.
- Size: DIN A 4 (Magazine size).
- Trimming: top add 5 mm; left, right and bottom add 3 mm.
- Minimum paper weight 135 g/m².

Tip-ons

- € 80,- % plus postage.
- Only in combination with full page advertisement.
- Minimum paper weight 140 g/m².

Mechanical processing.

- **No insert price quotes are final until publisher receives 5 samples of the insert including size/weight specifications.**
- **Please add an additional 3 % to your total number of inserts to accommodate for spoilage during bindery work.**
- Costs for special advertising products are not subjected to other discount arrangements.

14 SUBSCRIPTION RATES/TERMS OF PAYMENT

DZKF . Advertising rates 2010, Version #18

DZKF – annual subscription
(incl. online-entry on the website www.dz kf.de)

Annual subscription rates for business clients

According to your needs you receive up to five copies.

€ 115,- (incl. VAT and postage) for Germany

– automatic collection only

€ 125,- (incl. VAT and postage) for Germany

– bank transfer

€ 140,- for other European countries

– bank transfer after receipt of invoice

Subscription rates for non European countries on request.

Annual subscription rates for private clients

€ 57,50 (incl. VAT and postage) for Germany

– automatic collection only

€ 62,50 (incl. VAT and postage) for Germany

– bank transfer

€ 70,- for other European countries

– bank transfer after receipt of invoice

Subscription rates for non European countries on request.

Copy rate

€ 20,- (incl. VAT and postage) for Germany

Proxy-Abo – „Print & Online“

Online entry via proxy server for all coworkers of the company/clinic/ etc. plus 1 - 10 printed copies.

€ 238,- (incl. VAT and postage) for Germany

– automatic collection only

€ 260,- (incl. VAT and postage) for Germany

– bank transfer

€ 290,- for other European countries

– bank transfer after receipt of invoice

Subscription rates for non European countries on request.

Terms Payment

We will confirm your order in writing and present you the invoice and bank details for the advance payment. The invoice is payable directly after receipt of invoice. We will then ask you to transfer the invoiced amount to our international bank account (details see below). Transfer costs are for the sender, not the receiver.

Bank details (Euro account)

Account N°	1025 52485
Bank N°	701.664.86
IBAN	DE52 7016 6486 0102 5524 85
BIC/Swift-Code	GENODEF1OHC
Beneficiary	Geelen & Geelen GmbH, DZKF
Reference	Please quote the invoice number

Volksbank Raiffeisenbank München Land eG
Münchenerstraße 4
82054 Sauerlach
Germany

15 TECHNICAL DATA

DZKF . Advertising rates 2010, Version #18

Trim size 210 x 297 mm (DIN A4)

Type area 170 x 245 mm
2 columns: column width 82 mm
3 columns: column width 53 mm
4 columns: column width 38 mm

Printing process

Cover: sheet-fed offset

Inner part: sheet-fed offset with saddle stitching

Computer to plate: Data delivery on request

Colours

Special agreement is required for special colours which cannot be attained by combination of colours from the scale. For technical reasons the publisher reserves the right to compile decorative colours from the four-colour-scale. Data plus proof required.

Digital Data

E-mail or CD-ROM plus Proof.

Quark XPress, Freehand, Illustrator, Pagemaker incl. all pictures, logos and fonts, print quality PDF, eps-, ps- and tiff-files.

Proof/Guaranty

Please consider to send us a full colour proof of your advertisement. The DZKF does not accept any liability concerning small colour tolerances.

We kindly ask you to send the **printing material** directly to the publisher. You may either send a PDF (max. 300 dpi) per e-mail to marketing@dzkf.de or a CD-Rom plus proof with surface mail to DZKF – Diana Bach (see page 4)

We kindly ask you to send your **inserts** directly to the printer.

Address:

Niedermayer & Tandler GmbH

Ludwigstraße 97

D-84524 Neuötting

Phone +49 86 71-2101

Fax +49 86 71-72508

E-mail contact@nt-druck.de

16 TERMS AND CONDITIONS

DZKF . Advertising rates 2010, Version #18

1. Where reasonable, the publisher may, at its discretion, accept or refuse orders for advertising or inserts on because of content, origin or technical form. Insert orders shall be binding on the publisher only upon presentation and acceptance of a sample. Any loose insert whose form creates the impression of being an integral part of the magazine or which contains third-party advertisements shall not be accepted. Such non-acceptance shall be communicated to the customer in writing. Any advertisements whose editorial presentation is such that they are not recognisable as advertisements shall be clearly identified as such by the publisher using the designation of „advertisement“.

2. The customer is responsible for the timely delivery of the advertising text and satisfactory printing material or inserts. If printing material is unsuitable or visibly damaged, the publisher shall request that it is to be replaced. The publisher guarantees the best possible reproduction of the advertisement. Prices for advertisements do not include the costs for any layout or finished artwork. No responsibility shall be accepted for errors attributable to telephone or fax communications of any kind or for the accuracy of any translations.

3. Unless agreed otherwise, the advertisement shall be placed in the next possible issue. The publisher reserves the right to postpone the date of appearance on technical or other reasons. Exclusion of competitors is not possible.

4. Advertising orders shall be completed within one year of a contract being concluded. In case of doubt the advertisement shall be published at regular intervals over the term of the contractual period. The rebates set out on the advertising rate card shall apply only for advertisements placed by any advertiser in a publication within a one year period. This period shall commence with the appearance of the first advertisement, unless a different period was agreed to in writing when the contract was concluded. In the event that less advertisements are purchased within a year than originally agreed, the publisher shall be entitled to recalculate the difference between the agreed and actual amount purchased.

5. The publisher shall not be liable for force majeure, strikes or lock-outs, or interruptions to normal business operations. In such cases the purchasing period for the publication of advertisements shall be lengthened accordingly. No claims for compensation shall be accepted.

6. Advertising intermediaries and agencies shall be bound by the publisher's rate card when dealing with their customers in respect of offers, contracts and invoices. The arrangement fee paid by the publisher may not be passed on either in full or in part to the customer.

7. The invoice shall be paid within the period set out on the rate card. In the event of payment arrears, interest and the cost of collection shall be charged as a separate and additional item in the invoice. In payment are in arrears, the publisher may suspend performance of the standing order and demand payment in advance for the remaining advertisements. In the event of insolvency, the total amount for the advertisements still to be purchased shall be payable immediately even in the case of s 17 (1) of the Bankruptcy Ordinance (BO) applying. The agreed rebate shall lapse in the event of insolvency, bankruptcy composition or if a legal claim is being pursued.

8. The place of performance is the registered office of the publisher. In dealing with traders and civil-law entities or public law special funds, the venue in the case of legal proceedings shall be the registered office of the publisher. In the event that the publisher is unable to assert its claims in the framework of the warning procedure, the legal venue in respect of nontraders shall be determined by the residence of the latter. If at the time the proceedings are instituted the residence or normal place of abode of the customer (including non-trading entities) is unknown, or if, after signing the contract, the customer has transferred its residence or normal place of abode outside the area of validity, the registered office of the publisher shall be deemed to be the legal venue.

9. The following additional agreements are deemed to have been agreed:

a) The customer shall release the publisher from any claims from third parties arising from advertisements infringing against legal provisions, in particular those relating to competition law and copy right law.

b) The publisher provides no guarantee against the loss of individual inserts in the course of distribution.

c) The publisher shall not be liable for any mistakes resulting from telephone communication unless these are attributable to deliberate intent or gross negligence.

d) Placement specifications shall be valid only when the publisher has confirmed them in writing.

e) Cancellation of orders for advertisements of inserts must be submitted in writing prior to the advertising deadline. The publisher is entitled to charge for any type-setting or production costs arising.

10. In the event that an individual provision of these trading conditions proves to be invalid or becomes invalid, this shall have no impact on the validity of the rest of the contract or the remaining provisions of these trading conditions