

SALES POLICY LEAD GENERATION - VALID FROM 1 AUGUST 2015

GENERAL CONDITIONS

- Sector Exclusivity: Roularta Media cannot guarantee any sector exclusivity in the leadgen e-letters
- Request for proposals: A period of a minimum of 2 working days are allowed for answering requests for proposals. This gives Roularta sufficient time to ask any relevant questions and to find out whether the requested space is available.
- Options: The following rules apply:
 - Each option is valid for 14 days from the date of acceptance of the option.
 - Several options may be placed on a specific e-letter. If this is the case the client should be informed of the ranking of his option on the list of options.
 - If a client wishes to convert an option into an order then the holders of the other options should be informed of this as quickly as possible.
 - Depending on the ranking of their option, the other holders are entitled to convert their option into an order within two working days of the date of notification.
- Order form:
 - Deadline The order form should be signed and returned at least 20 working days prior to the start date of the campaign. Any delay in this period will mean that the intended start date of the campaign cannot be guaranteed.
 - Contents The order form must include the following elements: - the name of the advertiser - the name of the campaign - the MDBID
- Changes or cancellations of campaigns:
 - Once the order form has been signed the campaign may no longer be changed.
 - Orders may be entirely or partially cancelled. The request for this must be made in writing (e-mail, fax or letter) at the latest 4 weeks prior to the start date of the campaign. If this delay is not respected then the following rules apply: - If the cancellation request is made between 3 and 4 weeks prior to the start date of the campaign 20% of the value of the order will be invoiced. - If the cancellation request is made between 2 and 3 weeks prior to the start date of the campaign 50% of the value of the order will be invoiced.
 - If the cancellation request is made between 1 and 2 weeks prior to the start date of the campaign 75% of the value of the order will be invoiced.
 - If the cancellation request is made between 2 and 3 weeks prior to the start date of the campaign 50% of the value of the order will be invoiced.
 - If the cancellation request is made between 1 and 2 weeks prior to the start date of the campaign 75% of the value of the order will be invoiced.
 - If the cancellation request is made less than 1 week prior to the start date of the campaign then the entire value (100%) of the order will be invoiced. In case that production work has been carried out, then the order may not be cancelled and there can no reimbursement whatsoever.
- Advertising material
 - Type of material It is essential that the advertising material delivered complies with the technical material therefore needs to be delivered in time (see point 'Cancellation' above) in order for us to have sufficient time to test it before the campaign is launched.
 - Changes to the material We will in no case make any changes to the delivered material without your prior agreement.
- Right of refusal: Roularta Media Group can claim at any time the right, without any obligation to motivate this decision, to refuse, suspend or stop the publication of advertisements or communications, without compensation for incurred losses, even if the department responsible for the assignment already started its execution.

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BELFIUS - IBAN BE70 5513 5261 0025 - BIC GKCCBEBB

- Determination: The customer [media agency / advertiser / advertising agency] shall refrain from any exploitation and, more generally, of any processing, direct or indirect, immediate or delayed, of personal data – i.e. information that identifies physical persons or allows to do this - which is not strictly limited to an efficient circulation of advertisements placed by him on the website(s) of [the publisher / provider]. In case of non-compliance, [the publisher / provider] reserves the right to terminate the order, without prejudice to its right to full payment of the order.
- Delivery time for advertising material: 3 working days prior to the start date of the campaign.
- Start of the campaign: In the case of non-respect of these deadlines we cannot guarantee the campaign.
- Reporting lead campaign: In the case of intervention by a third party AdServer proposed by the client, any statistical difference compared to our proposed figures must be notified by email at the latest half way through the campaign. Once this delay has been passed the distribution on figures of our AdServer will be considered to apply and will serve as the sole reference. A difference of 10% or less will not give any entitlement whatsoever to compensation. However, if the difference is greater than 10%, then a solution will be agreed on through consultation. Any such consultation does not in any way imply any right to compensation whatsoever. The client will receive the generated leads of his campaign the day after the launch and during a period of 2 weeks following that launch. He will receive a final report once the campaign stopped.

