

**Publication Data 2007**



**POKER**Tribune®

Magazin für Pokerspieler



## Profile in brief

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The Poker Tribune is the reference publication of the German Poker Players Association, the largest association of poker players in the German-speaking world. It is currently published every two months at the start of the month and is sold via subscription, the Internet and selected newsagents. The Poker Tribune is available in all German-speaking countries and internationally via subscription.

The Poker Tribune reports on national and international tournaments and other poker events, on the German Poker League and its members, on the development of the game of poker in Germany and Europe and on press coverage in the print and AV media.



### Target group

The Poker Tribune is targeted at poker players and fans of all age groups and skill levels, at online and live players, at the clubs of the German Poker League and their members as well as at event organisers, casinos and all institutions associated with the game of poker.

## Publication Data

### Publisher:

GPPA German Poker Players  
Association  
Horst Koch  
Internet: [www.poker-tribune.de](http://www.poker-tribune.de)

### Editors:

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E-Mail: [info@gppa.de](mailto:info@gppa.de)

### Advertising:

SANSHINE Werbeagentur GmbH  
Silberburgstr. 159 a, 70178 Stuttgart  
Fon: +49 / 711 / 50 53 06 0  
Fax: +49 / 711 / 50 53 06 50  
E-Mail: [mietling@sanshine.de](mailto:mietling@sanshine.de)

### Bank account:

SANSHINE Werbeagentur GmbH  
Dresdner Bank AG  
Konto 0 343 398 500  
BLZ 640 800 14

### Terms of payment:

8 days after receipt of the invoice



### Publishing frequency:

bimonthly

Publication dates: 02.07.2007,  
03.09.2007, 02.11.2007

Advertising deadline: 21 days before  
date of publication

We reserve the right to change  
deadline for editorial reasons.

Single copy price: 4,90 EUR

### Circulation:

Print run:  
20.000 copies per issue  
Common circulation:  
19.200 copies per issue  
Subscribers: 600 copies per issue

## Technical Data

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PokerTribune is produced entirely by digital means. For this reason we can accept only closed digital advertising copy: PDF with print-quality resolution or EPS with embedded fonts.

Open files (such as QuarkXPress or InDesign) cannot be processed. Please always supply a true-colour press proof or digital proof created from your print data.

### Data media:

CD-ROM

### Electronic data transmission/ISDN:

Printable PDF-file to [mietling@sanshine.de](mailto:mietling@sanshine.de) or via ISDN: 0711 / 50 53 06 52

(Please give notice of data transmission by calling 0711 / 50 53 06 15)



### Placing of order:

The order has to be turned in written. Please send your written order including a sample print via fax to 0711 / 50 53 06 50

### Printing information:

Magazin format: DIN A4 (21,0 x 29,7 cm)

Printing process: Offset

Colours: European scale

Raster: 175 lpi

# Advertising Rates



Ad formats	Format W x H in mm	Print space W x H in mm	Advertising rates in € for 4c
2/1 double page	420 x 297 mm		5.900,00
1/1 single page	210 x 297 mm	170 x 262 mm	3.800,00
1/2 page, vertical	105 x 297 mm	82,5 x 262 mm	2.400,00
1/2 page, horizontal	210 x 148,5 mm	170 x 131 mm	2.400,00
1/2 page, vertical	105 x 297 mm	82,5 x 162 mm	2.400,00
1/2 page, horizontal	210 x 148,5 mm	170 x 140 mm	2.400,00
1/3 page, horizontal	210 x 99 mm	170 x 87 mm	1.400,00
1/4 page, horizontal	210 x 74,25 mm	170 x 65,5 mm	900,00
Cover page 2:	210 x 297 mm	170 x 262 mm	4.200,00
Cover page 3:	210 x 297 mm	170 x 262 mm	4.100,00
Cover page 4:	210 x 297 mm	170 x 262 mm	4.500,00

## Allowance for advertising

from 2 ads 3 %  
 from 4 ads 6 %  
 from 6 ads 10 %  
 (within one calendar year)

Please note: Subtract at least 3mm at edges for all trimmed formats

All prices quoted are net prices and are subject to statutory VAT.

## Ad Formats



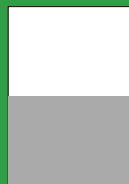
**2/1 page**  
width 420 mm  
height 297 mm



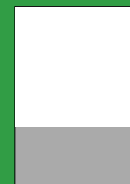
**1/1 page**  
width 210 mm  
height 297 mm



**1/2 page**  
width 105 mm  
height 297 mm



**1/2 page**  
width 210 mm  
height 148,5 mm



**1/3 page**  
width 210 mm  
height 99 mm



**1/4 page**  
width 210 mm  
height 74 mm

Please note: Subtract at least 3mm at edges for all trimmed formats

## General terms and conditions of business

1. An "advertisement order" in the meaning of the following general terms and conditions of business is the contract relating to the publication of one or several advertisements to be placed by an advertising agency or other advertiser in a publication for the purpose of dissemination.

2. In cases of doubt, advertisements are to be called up within one year after execution of the contract. If the right to call up advertisements individually has been granted under a contract, then the order must be completed within one year of publishing the first advertisement insofar as the first advertisement was called up and published within the period set forth in sentence 1 above.

3. The prices of advertisements are shown in the publisher's advertisement price list which is valid at date of execution of contract. If the advertising rate scale changes after execution of contract, the publisher shall have the right to charge the price which applies according to the price list which is valid at date of publication. This shall not apply in cases where the customer is not a Kaufmann (business registered in the commercial register) insofar as not more than four months have passed between execution of contract and the date of publication. Advertising agencies and advertising brokers are forbidden to pass on their broking fees to their customers either wholly or in part.

4. If, on grounds which are not the publisher's responsibility, the order is not performed, then, without prejudice to further legal obligations, the customer shall refund to the publisher the difference between the granted rebate and the rebate corresponding to the actual acceptance rebate. If the journal is not in the position to publish the advertisement at all, or in full, or in good time, on grounds of force majeure (e.g. war, mobilization, industrial strife or any other unforeseeable events), the customer can derive no claims therefrom.

5. Orders for advertisements and inserts not produced by the publisher which are intended for publication in particular numbers, particular issues or in a particular position in the publication must be received by the publisher in sufficiently good time to permit it to inform the customer before the closing deadline if the order is not to be performed in this manner. Classified advertisements will be printed in the respective column without requiring an express agreement to this effect.

6. Full-position advertisements are advertisements which are adjacent to at least two pages of reading matter and to no other advertisements. The publisher has the right to identify advertising texts which are not obviously identifiable as advertisements in their layout by inserting the word "Advertisement".

7. The publisher reserves the right to reject advertising orders and orders for inserts – including particular calls under a contract – on the basis of standard, objectively justified principles, on grounds of their form or their origin. The same shall apply if the content violates statutory or official regulations, or if the publisher cannot reasonably be expected to publish such advertisements. This shall also apply to orders which were placed with a branch office, advertising office or agent. Orders for inserts are binding on the publisher only after submission of a sample of such insert and its approval. Inserts which in their format or styling create the impression of being part of the newspaper or journal, or which contain third-party advertisements will not be accepted. The customer will be informed without delay of the rejection of the order.

8. The timely delivery of faultless advertising copy or inserts is the customer's responsibility. The publisher guarantees the standard of quality which is customary for the type of document concerned within the scope permitted by the advertising copy.

9. The customer shall be entitled to a price rebate if an advertisement was partly illegible, incorrect or impaired, or to a flawless makegood advertisement. If the publisher allows a reasonable period of grace set for it for such publication to expire without effect, or if the makegood advertisement is again not free of defects, then the customer has the right to a price reduction or may cancel the order. Claims to damages on grounds of breach of claim, of fault on execution of contract or of tortious act are barred - particularly in cases where the order was placed by telephone. Claims to damages on grounds of impossibility of performance and delay are limited to the refund of the foreseeable losses and the fee for the advertisement or insert concerned. This shall not apply in cases of malicious intent or gross negligence on the part of the publisher, its legal representatives or its vicarious agents. This shall not affect the publisher's liability for lack of warranted characteristics. Nor shall the publisher be liable for gross negligence on the part of its vicarious agents in transactions with Kaufleute. In other cases, liability to Kaufleute for gross negligence shall be limited to an

amount not exceeding the foreseeable damages up to an amount corresponding to the advertising fee. Complaints – except in cases of hidden defects – must be made within four weeks of receiving the invoice and the voucher copy.

10. Sample copies and galley proofs will be provided only if expressly requested, and they are subject to a charge for expenses. The customer shall be responsible for the correctness of the returned galley proofs. The publisher will take note of all corrected errors forwarded to it within the period stated when the galley proof was sent.

11. If no special instructions are given as to size, the actual advertisement height which is customary for the publication of the particular type of advertisement will provide the basis for billing.

12. If the customer makes no advance payment, the customer will be billed immediately, at the latest within fourteen (14) days after publication of the advertisement. The invoice is to be paid within the period set forth in the price list which will commence at date of receipt of the invoice, unless advance payment or another period for payment has been agreed. Any discounts for early payment shall be granted as set forth in the price list.

13. If the customer defaults on payment, the publisher will charge default interest at a rate 1% higher than the current discount rate of the German Bundesbank, without prejudice to further rights. If default occurs, the publisher may postpone the further performance of the current order until payment has been made, and may require advance payment for the advertisements still to come. If there is reason to doubt the customer's ability to pay, the publisher has the right, even during the term of an advertising contract, to make the publication of further advertisements depend on advance payment of the fee and on the payment of still outstanding invoices irrespective of an originally agreed payment period.

14. The publisher will provide a voucher copy of the advertisement (full position advertisement) on request. Excerpts of ads, voucher pages or complete voucher issues will be sent depending on the type and scope of the advertising contract. If a voucher is no longer available, its place will be taken by a legally binding confirmation by the publisher that the advertisement has been published, stating the circulation of the advertisement.

15. The customer shall bear the costs of producing the ordered advertising copy and drawings, and for any substantial changes to the originally agreed design that may be required by the customer.

16. A price reduction may be claimed on grounds of a lower circulation in cases where the contract covered several advertisements, if generally for the year of publication of the first advertisement, the average circulation stated in the price list or in some other form, or – if a circulation figure has not been stated – the average number of issues sold (in the case of trade journals the number of issues actually sold, where applicable) falls short of the circulation in the previous year. A shortfall in circulation shall be deemed a defect entitling to a price reduction only if it amounts to 20 per cent for a circulation of up to 50,000 copies. Claims to a price reduction are barred, however, if the publisher has informed the customer of a falling circulation in good time and has offered it the opportunity of withdrawing from the contract.

17. Advertising copy will be returned to the customer only if this is specially requested. The obligation to hold advertising copy in safekeeping shall cease three months after the order has come to an end.

18. As a rule, discounts will not be credited or debited before the end of an advertising year.

19. Confirmations of placement shall be given conditionally and may be altered for technical reasons. In such cases, the publisher cannot be held responsible.

20. The place of performance is the place where the publisher has its registered offices. In business transactions with Kaufleute, legal entities under public law or special government funds, the place of jurisdiction in the event of litigation shall be the place where the publisher has its registered offices. Insofar as the publisher's claims are not asserted through summary proceedings, in the case of persons who are not Kaufleute, the place of jurisdiction shall be the latter's domicile. If the customer's domicile or normal place of residence is not known at the date of assertion of claim – also in the case of persons who are not Kaufleute – or if, after execution of contract, the customer has changed its domicile or normal place of residence to a place no longer subject to the laws of the Federal Republic of Germany, then the place of jurisdiction shall be the place where the publisher has its registered offices.

