

2009 PRICE LIST EPAMEDIA SLOVENIA

International presence

The international company Epamedia International GmbH specialises in outdoor advertising and operates in 12 European countries.

The Epamedia Group's network reaches 150 million users and employs 588 professionally qualified people. The Group celebrates its 20th anniversary of operations this year. In that time, it has established itself as the leading provider of external advertising services in several countries.

The Slovenian company Epamedia, d.o.o. is a subsidiary of Epamedia International GmbH. The company's principal activities are the placement of a network of roadside billboards and the marketing of advertising space.

The company began placing billboards in 2006. Today, its network comprises more than 1,000 roadside billboards. We are already present in 80 Slovenian cities and towns, ranking the company second among billboard suppliers in Slovenia.

We are fully committed to our most important objective: to provide high-quality services tailored to the needs of our clients. The entire team, with years of experience, expertise and a fresh vision, stands behind this objective.

Billboards

Traditional billboards remain the leading outdoor advertising media. According to research carried out by our parent company Epamedia International in 2007, 83% of people over the age of 14 years notice billboards in their travels, while only 44% take note of city lights.

The Epamedia billboard presents a contemporary and pleasing media format. The attractive, single support, asymmetrical construction is distinguished by the recognisable uniformity of its massive dark-red frame. In addition to the self-standing format, billboards also come in a wall format and a format tailored to construction-site enclosures. These two formats are only present in city centres, where they cover the most frequently viewed positions.

Facts and figures

- The billboard is the only mass media that comprehensively covers the wider public in its traditional format.
- It functions quickly and effectively as a media:
 - Spontaneous recall: 7%;
 - Total recall: 23%;
 - Impact: 18%;
 - Recognition: 37%.
- The billboard is distinguished by a high level of likeability, the highest visibility, message intensity and a high level of recall.
- As a media, it does not interfere in the personal space of the individual.
- The billboard provides the possibility of local, regional, national or international use.

Price list for advertising space rent

		Ljubljana, Maribor, Celje	Rest of Slovenia		Ljubljana, Maribor, Celje	Rest of Slovenia
Category 1		half-monthly rent			monthly rent	
Rent		€179.20	€152.50		€289.40	€254.17
Municipal tax*		€44.80	€30.50		€74.60	€50.83
Total price:		€224.00	€183.00		€373.00	€305.00
Category 2		half-monthly rent			monthly rent	
Rent		€132.00	€110.00		€219.20	€184.17
Municipal tax*		€33.00	€22.00		€54.80	€36.83
Total price:		€165.00	€132.00		€274.00	€221.00

* Ljubljana, Maribor and Celje: 25%; rest of Slovenia: 20%

High season: 5% price increase (April, May, June, September and October). Start of advertising campaign: 1st and 16th day of each month. Municipal tax is charged on the base price. Gluing outside of regular working days: €18 per poster. Prices do not include 20% VAT. The price list is valid from 1 March 2009.

2009 advertising calendar

		Start of campaign		Delivery of materials		Pick-up of posters
March		01.03.2009		19.02.2009		27.02.2009
		16.03.2009		06.03.2009		13.03.2009
April		01.04.2009		23.03.2009		30.03.2009
		16.04.2009		06.04.2009		14.04.2009
May		01.05.2009		21.04.2009		29.04.2009
		16.05.2009		06.05.2009		14.05.2009
June		01.06.2009		22.05.2009		30.05.2009
		16.06.2009		08.06.2009		13.06.2009
July		01.07.2009		22.06.2009		29.06.2009
		16.07.2009		07.07.2009		14.07.2009
August		01.08.2009		23.07.2009		30.07.2009
		16.08.2009		07.08.2009		14.08.2009
September		01.09.2009		21.08.2009		28.08.2009
		16.09.2009		07.09.2009		14.09.2009
October		01.10.2009		22.09.2009		29.09.2009
		16.10.2009		07.10.2009		14.10.2009
November		01.11.2009		22.10.2009		30.10.2009
		16.11.2009		06.11.2009		13.11.2009
December		01.12.2009		20.11.2009		27.11.2009
		16.12.2009		07.12.2009		14.12.2009
January 2010		01.01.2010		23.12.2009		30.12.2009
		16.01.2010		07.12.2009		14.01.2009
February 2010		01.02.2010		22.01.2009		30.01.2009
		16.02.2010		06.02.2009		13.02.2009

High season (+ 5%) normal season

Printing charges

Digital print															
Quantity	1	10	20	30	40	50	60	70	80	90	100				
Price €/piece	36	35	34	33	32	31	30	29	28	26	26				
	36	350	680	990	1,280	1,550	1,800	2,030	2,240	2,430	2,600				
Offset print															
Quantity	100	110	120	130	140	150	160	170	180	190	200	250	300	350	
Price €/piece	2,600	2,790	2,970	3,150	3,320	3,550	3,630	3,690	3,770	3,850	3,970	4,220	4,480	4,740	

Handling costs include: pick-up and transportation of posters, storage prior to and following a campaign, arranging, soaking and preparation of posters for gluing, distribution throughout Slovenia, photography and processing of photo documentation.

up to 10 posters	€20 per poster
11 to 79 posters	€15 per poster
More than 80 posters	€1,300 per advertising campaign

Instructions for print preparation

The client must deliver data in a digital format (preferably in .pdf format) that is compatible with PC or MAC platforms for the printing of posters in digital or offset print.

The file sent should be prepared in one of the following applications (formats):

- Adobe Photoshop (.pdf, .eps, .jpg, .tiff or .psd)
- Adobe Illustrator (.ai or .eps)
- Freehand (.eps or .fh)
- Corel Draw (.cdr)

If sending open files, please include the typography or convert all text into curves.

Dimensions for preparation of large format printing:

- Billboard (offset or digital print) 504 cm x 238 cm + 5 mm cut-off
- The quality of the prepared file should be optimized at 300 – 400 dpi.
- CMYK colour model
- For the printing of billboards, the client must submit material in 1:10 scale

Delivery of working material:

Place previously prepared files on the ftp server: ftp.epamedia.si. Please consult our sales department for user name and password.

Recommendation:

When designing a billboard avoid positioning colophons and text closer than 10 cm from the right and bottom edge of the poster. Due to weather conditions, the paper may expand differently, causing an undesired cut-off when gluing.

General business conditions of Epamedia d.o.o. for 2009

These general business conditions shall define all details for the execution of advertising campaigns on advertising surfaces and shall apply to all agreements and orders for advertising on advertising surfaces belonging to Epamedia d.o.o., Ljubljana. As an appendix, they shall constitute an integral part of any order and/or agreement. With its order, the client shall confirm that it is familiar with the general business conditions of Epamedia d.o.o. In the event the client serves as an intermediary between the advertiser and the media, it is obliged to inform the advertiser about these general conditions. If other business conditions are set forth in the annual agreement, the following shall apply:

Article 1: Orders for advertising campaigns shall only be accepted in writing. An order shall include the name of the trade mark, advertiser, duration of the campaign, including the exact start and completion dates, the exact number of advertising spaces ordered and the value of the service. Changes or additions shall be submitted in writing.

Article 2: Campaigns shall start on the 1st or 16th day of each month and last one-half of a month, a month or longer. The executor undertakes to place all posters on the appropriate billboards within 48 hours after the start of the campaign, weather conditions permitting. Otherwise, the posters shall be placed at the earliest possible time.

Article 3: The client shall assume full responsibility for the content of the advertisement. In the case of unlawful conduct, copyright violation or similar dispute, the client shall be directly liable for covering all damages incurred by the executor, including court and legal costs. If due to the inappropriate content of the advertisement a crime has been committed and criminal or civil proceedings initiated against the executor, the client shall be obliged to refund all costs arising from the payment of fines, legal council and judicial procedures. If the advertising campaign is terminated prematurely due to a decision handed down by the competent inspectorate or a court injunction, or does not even start, the client shall be obliged to cover the costs of the entire campaign. If under a decision or court injunction the advertisements must be covered, these costs shall be paid in full by the client.

Article 4: For the duration of a campaign, the executor shall give the client its guarantee that the posters will be maintained and repaired in the event of damage, within 24 hours in Ljubljana and within 48 hours in other parts of Slovenia.

Article 5: Every campaign shall be planned so that it meets the needs and expectations of the client. The main goal shall be to attain an equal quality of space coverage for all clients. Special wishes shall be considered, previous, current and future campaigns permitting.

Article 6: It shall be possible to cancel an order for a campaign, at no cost, no later than 60 days prior to the start of the campaign. The charge for cancellation in the 60-day period prior to the start of a campaign shall be 20% of total campaign costs; 50% of total campaign costs in the 30-day period prior to the start of the campaign, and 90% of total campaign costs in the 14-day period prior to the start of the campaign.

Article 7: In the municipality of Piran (Piran, Portorož, Lucija, Sečovelje and Strunjan), advertisements shall be bilingual, i.e. in Slovene and Italian. The costs of the translation and gluing of additional banners shall be covered by the executor; the costs of print for additions shall be covered by the client.

Article 8: In the public interest, Epamedia d.o.o., reserves the right (in agreement with the client) to reduce the size of certain advertising campaigns during election campaigns. The executor shall undertake to replace the withheld advertising space immediately following the end of the election campaign, if possible. Otherwise the actual number and duration of the campaign shall be charged.

Article 9: Payment terms for specific campaigns shall be set out in the annual agreement. If an annual agreement is not concluded, the payment term for rent shall be 30 days from the invoice issue date, and 15 days from the invoice issue date for the printing of posters and handling costs. Invoices shall be issued on the 1st day of the campaign for half-monthly rent, print and handling costs and on the 15th day of the campaign for a monthly campaign. The client reserves the right to return an invoice within 8 days from the receipt thereof. Otherwise, the executor shall consider the client has accepted the invoice and no further return shall be accepted. Epamedia reserves the right to request an advance payment of the advertising, in whole or part, as assurance of the client's payment. Non-payment of an advance entitles the executor to refuse to execute the client's campaign and charge the client an amount in accordance with Article 6 of this agreement. The executor shall give the client a previously agreed additional discount for an advance payment.

Article 10: If the client does not pay the full sum of the invoice by the due date, it shall be charged legally prescribed default interest according by the linear method.

Article 11: The client may order the printing of posters at Epamedia, which shall organise the print by professional printing companies in the name of and at the expense of the client. The executor shall only execute a print order on the basis of the client's written request, including all relevant data. If the client organises the printing of the posters itself, the executor shall not be held liable for the quality of the campaign and may charge the client for additional costs arising from billboard services rendered or other interventions. If

the posters are not printed in accordance with requirements or does not meet the usual standards, the executor reserves the right to reject the posters.

Article 12: The client shall deliver materials for print no later than 15 days prior to the start of the campaign. The executor shall not be held liable, nor shall it cover costs of damages incurred due to the late delivery of materials for print or due to damaged or unusable materials. If the client terminates the campaign for the aforementioned reasons, the executor shall charge the client for rent of the advertising space as if the advertisements were placed.

Article 13: In the interest of regular maintenance of the advertising spaces, the client shall undertake to order at least a 20% reserve of posters. Otherwise, the executor shall not assume responsibility for the flawless execution of the campaign.

Article 14: The executor shall not assume responsibility for a delay in starting the campaign, resulting from the client's or printing company's delay. Likewise, the executor shall not assume responsibility for any hidden errors relating to the print of the posters which can be seen during the campaign.

Article 15: The executor shall charge the client poster handling costs separately in accordance with the current pricelist. Handling costs include: pick-up and transportation of posters, storage prior to and following the campaign, arranging and soaking of posters, distribution throughout Slovenia, gluing of posters, removal, photography and processing of photo documentation, etc. Handling costs shall also be charged if the client organises the printing of the posters itself.

Article 16: Reclamations for specific locations shall be taken into consideration, if the reasons for a particular location are precisely described and documented and submitted in writing within 8 days from the start of the campaign, so that the executor can thoroughly examine them. Further reclamations shall not be taken into account. The executor shall only take into account reclamations for particular cases; reclamation of specific inappropriate advertisements shall not be grounds for the reclamation of an entire campaign. In the event of justified reclamations, the client and executor shall draw up a record that shall be taken into account in the final price of the advertising campaign.

Article 17: The sub-leasing or cession of the rented advertising spaces by the client to third parties shall not be permitted. The client shall not request exclusivity or limitations on its competition which would prevent them from renting advertising space in the executor's network, except if a previously agreed compensation is paid.

GENERAL BUSINESS CONDITIONS

These conditions shall be binding for both parties. All disputes shall be settled by agreement. If this is not possible, the district court in Ljubljana shall be the competent court for all disputes.

Ljubljana, 1 March 2009

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