CROSSMEDIA-PLAN 2016

Multi-channel communication
print - online - leads - direct - event
## TRADE MAGAZINES

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- System integrations in the finance industry
- Data Center
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Subject to our General Terms and Conditions of Business for Advertisements, Third-party Supplements and Online Advertising; the latest version can be found at: [www.av-finance.com/agb](http://www.av-finance.com/agb)
gi Geldinstitute
Banking IT and organisation for decision-makers

2 Brief description:
- gi Geldinstitute – the trade magazine for IT, organisation and communication – is a must-read publication for managers within banks, private banks, special banks, savings banks, giro centres, credit unions, cooperative credit institutes, building societies, postal savings banks and postal cheque offices. The editors, a specialist advisory committee and a team of experts in all divisions ensure that all of the information provided has added value. For example, text and picture reports on banking IT, banking technology and organisation, systems and tools for modern planning, set-up and organisation of financial institutes are expanded with comparisons, cost investigations and suggestions for application, therefore bringing benefits for the specialist reader.
- Independent experts from Germany and abroad provoke discussion with reports, interviews, case studies, analyses and opinions. gi Geldinstitute takes the problems of IT decision-makers within financial institutes, offers solutions and serves as a bridge between the manufacturer and the user.

3 Target audience:
- Decision-makers within banks – organisation, IT, technical sales, corporate management

4 Publication:
- 6x per year

5 Physical format:
- DIN A4

6 Year:
- 47th year in 2015

7 Purchase price:
- Annual subscription Germany:
  - print only €132.00 (incl. VAT and shipping)
  - combi print and digital €159.00 (incl. VAT and shipping)
- Annual subscription abroad:
  - print only €144.00 (incl. VAT and shipping)
  - combi print and digital €171.00 (incl. VAT and shipping)
- Individual sale price €25.00 (incl. VAT and shipping)

8 Membership:
- IVW

9 Publishing house:
- av-news GmbH
  - Englmannstr. 2
  - 81673 Munich, Germany
  - Telephone +49 89 45 45 576 0
  - Fax +49 89 45 45 576 10
  - information@av-finance.com

10 Publisher:
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  - Telephone +49 89 45 45 576 25
  - t.noeske@av-finance.com
- Manuela Albutat
  - Telephone +49 89 45 45 576 11
  - m.albutat@av-finance.com

11 Advertisements:
- Herbert Sebald (responsible)
  - Telephone +49 89 45 45 576 12
  - h.sebald@av-finance.com
- Karl-Peter Lenhard
  - Telephone +49 89 45 45 576 14
  - kp.lenhard@av-finance.com

12 Editors:
- Herbert Sebald (responsible)
- Karl-Peter Lenhard

13 Circulation monitoring*:

14 Circulation analysis*:
- Copies per edition as a quarterly average (IVW Q2/2015)
- Print run: 6,000
- Actual circulation: 5,673

* does not apply to special publications
Bleed margins: Top trim 5 mm; bottom trim 3 mm; 3 mm at the outer edges.

* Bleed margins: Top trim 5 mm; bottom trim 3 mm; 3 mm at the outer edges.
1 Advertisement prices and formats (all prices exclusive of value added tax)

<table>
<thead>
<tr>
<th>Format</th>
<th>Bleed formats width x height in mm*</th>
<th>Prices for 4-colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210 x 297</td>
<td>€4,995</td>
</tr>
<tr>
<td>2/3 page</td>
<td>210 x 178 oder 135 x 297</td>
<td>€3,780</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>135 x 205</td>
<td>€3,530</td>
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<tr>
<td>1/2 page</td>
<td>210 x 150 oder 100 x 297</td>
<td>€3,150</td>
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<tr>
<td>1/3 page</td>
<td>210 x 104 oder 75 x 297</td>
<td>€2,490</td>
</tr>
<tr>
<td>1/4 page</td>
<td>210 x 84 oder 100 x 147</td>
<td>€2,170</td>
</tr>
<tr>
<td>1/8 page</td>
<td>100 x 84 oder 210 x 49</td>
<td>€1,690</td>
</tr>
<tr>
<td>Front cover + story</td>
<td>on request</td>
<td>€7,800</td>
</tr>
<tr>
<td>Cover flap (inside)</td>
<td>110 x 297 (10 mm trim)</td>
<td>€3,650</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>210 x 297</td>
<td>€5,350</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>210 x 297</td>
<td>€5,350</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>210 x 297</td>
<td>€5,740</td>
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<tr>
<td>“Eye-catcher” advertisement</td>
<td>55 x 80</td>
<td>€1,800</td>
</tr>
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</table>

Text section advertisements – millimetre price, single-column €3.80

2 Discounts on the base price in the case of acceptance within one advertising year

<table>
<thead>
<tr>
<th>Quantity scale – whole-page formats:</th>
<th>Frequency scale – part-page formats:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 pages or more</td>
<td>5%</td>
</tr>
<tr>
<td>6 pages or more</td>
<td>10%</td>
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<td>9 pages or more</td>
<td>15%</td>
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<td></td>
<td>3 advertisements or more</td>
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<td>6 advertisements or more</td>
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<td></td>
<td>9 advertisements or more</td>
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<tr>
<td></td>
<td>10%</td>
</tr>
</tbody>
</table>

* Bleed margins: Top trim 5 mm; bottom trim 3 mm; 3 mm at the outer edges.

3 Bound-in inserts:
- 2-page (1 sheet) €4,130
- 4-page (2 sheets), folded €5,300
- Untrimmed format 217 x 307 mm
- Trimmed format 210 x 297 mm
- Quantity required 6,000 copies
  (Discount: 1 sheet = 1/1 advertisement page)

Other sizes and bound-in inserts with additional response cards available on request. Delivery deadline by the relevant closing date for advertisements.

4 Loose inserts:
- Inserted loose, max. size 195 mm x 270 mm
- Prices per 1,000 pcs
  - Up to 25 g €360
  - Each additional 5 g €35
- Quantity required: 6,000 copies

5 Delivery address for loose and bound-in inserts:
Holzmann Druck
Gewerbestraße 2
D-86825 Bad Wörishofen, Germany

6 Payment terms and bank details:
Within 30 days of the invoice date without deduction; 2% cash discount within 8 days.
Airbus Group Bank GmbH
Account no.: 11 000 64038
Bank routing code: 701 206 00
VAT ID no.: DE246657363
IBAN: DE75701206001100064038
BIC: AGBM DE MM
Tax no.: 143/117/10215
<table>
<thead>
<tr>
<th>Edition</th>
<th>Dates</th>
<th>Overview of editorial content</th>
<th>Special topics</th>
<th>Supplements</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PD: 12/02</td>
<td>Mobility</td>
<td>Branch design</td>
<td>Digital imaging</td>
<td>CallCenter for Finance I</td>
</tr>
<tr>
<td></td>
<td>CI: 26/01</td>
<td>Out-/Insourcing</td>
<td>Regulation</td>
<td>Scanner solutions</td>
<td>CCW</td>
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<tr>
<td></td>
<td>ED: 14/01</td>
<td>Data centre</td>
<td>Corporate banking</td>
<td>Software solutions</td>
<td>(23 - 25/02/16)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Security</td>
<td>Compliance</td>
<td>Printing solutions</td>
<td>CeBit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Identity/Authentification</td>
<td>Branches &amp; architecture</td>
<td></td>
<td>(14 - 18/03/16)</td>
</tr>
<tr>
<td>2</td>
<td>PD: 29/04</td>
<td>Payments</td>
<td>Loans and processes</td>
<td>Mobile client management</td>
<td>System integrators in the finance industry</td>
</tr>
<tr>
<td></td>
<td>CI: 12/04</td>
<td>Cash-Handling</td>
<td>Bonds</td>
<td>MDM</td>
<td>PAYMENT</td>
</tr>
<tr>
<td></td>
<td>ED: 29/03</td>
<td>Fintechs</td>
<td>Branches &amp; architecture</td>
<td>Endpoint &amp; mobile security</td>
<td>(21 - 22/04/16)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fraud detection</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Omni-Channel</td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>PD: 24/06</td>
<td>BPM</td>
<td>Branch optimisation</td>
<td>Infrastructure &amp; networking</td>
<td>Data centre security and high availability</td>
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<tr>
<td></td>
<td>CI: 07/06</td>
<td>DMS</td>
<td>Retailbanking</td>
<td></td>
<td>SicherheitsExpo</td>
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<tr>
<td></td>
<td>ED: 24/05</td>
<td>Risk management</td>
<td>Physical protection</td>
<td></td>
<td>(06 - 07/07/16)</td>
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<tr>
<td></td>
<td></td>
<td>ATM</td>
<td>Datamining</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Media</td>
<td>Branches &amp; architecture</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Digitalisation</td>
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</tr>
<tr>
<td>4</td>
<td>PD: 26/08</td>
<td>Compliance</td>
<td>Self service</td>
<td>Business intelligence</td>
<td>CallCenter for Finance II</td>
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<tr>
<td></td>
<td>CI: 09/08</td>
<td>Receivables management</td>
<td>Branches &amp; architecture</td>
<td>Big data</td>
<td>Security</td>
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<tr>
<td></td>
<td>ED: 26/07</td>
<td>Mobility</td>
<td></td>
<td>Business analytics</td>
<td>(27 - 30/09/16)</td>
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<tr>
<td></td>
<td></td>
<td>Workflow-Management</td>
<td></td>
<td>Cloud security</td>
<td>IT &amp; Business</td>
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<tr>
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<td>(04 - 06/10/16)</td>
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<td></td>
<td></td>
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<td>it-sa (18 - 20/10/16)</td>
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<tr>
<td>5</td>
<td>PD: 21/10</td>
<td>CRM/know your customer</td>
<td>Asset management</td>
<td>Fl-Forum</td>
<td>Cloud solutions</td>
</tr>
<tr>
<td></td>
<td>CI: 04/10</td>
<td>IT-Infrastructural standardisation</td>
<td>Sales optimisation and software</td>
<td>Self service</td>
<td>ORGATEC</td>
</tr>
<tr>
<td></td>
<td>ED: 20/09</td>
<td>Standardisation</td>
<td>Security-devices, -techniques</td>
<td>Core banking</td>
<td>(25 - 29/10/16)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unified communication</td>
<td>Branches &amp; architecture</td>
<td>DMS/CRM</td>
<td>Fl-Forum</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Kundenansprache</td>
<td>(15 - 17/11/16)</td>
</tr>
<tr>
<td>6</td>
<td>PD: 16/12</td>
<td>Collaboration</td>
<td>Investment banking</td>
<td>Payments &amp; transaction</td>
<td>Best practice</td>
</tr>
<tr>
<td></td>
<td>CI: 28/11</td>
<td>CRM</td>
<td>Regulatory means</td>
<td>Mobile payment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ED: 15/11</td>
<td>CRM-modernisation</td>
<td>Automatisation</td>
<td>Risk &amp; compliance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Predictive analytics</td>
<td>Branches &amp; architecture</td>
<td>Payment-Solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sales and consulting</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PD = publication date / CI = closing date for advertisements / ED = editorial deadline

Subject to changes
The trade magazine vb Versicherungsbetriebe has been dealing with the problems of the insurance industry for more than four decades, and offers IT decision-makers and managers competently compiled information on the topic areas of information technology, management, communication and organisation. The editors’ research is complemented by collaboration from renowned experts, managers and practitioners from the sector.

vb Versicherungsbetriebe is the official communication body of the Verein Deutscher Versicherungs-Fachwirte e.V. (VDFV). Since 2011, we have been a partner of VEMA (Versicherungsmakler-Genossenschaft e.G.) and all members of the brokerage organisation receive vb Versicherungsbetriebe. Our readers get the latest news from VEMA on two pages in each magazine.

IT decision-makers and managers within the insurance sector and all members of VEMA and the Verein Deutscher Versicherungs-Fachwirte.

5x per year
DIN A4
42st year in 2016

Annual subscription Germany:
- print only €110.00 (incl. VAT and shipping)
- combi print and digital €134.00 (incl. VAT and shipping)

Annual subscription abroad:
- print only €120.00 (incl. VAT and shipping)
- combi print and digital €144.00 (incl. VAT and shipping)

Individual sale price €25.00 (incl. VAT and shipping)

9 Membership/participation: IVW, VEMA
10 Publishing house: av-news GmbH
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81673 Munich, Germany
Telephone +49 89 45 45 576 0
Fax +49 89 45 45 576 10
information@av-finance.com
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t.noeske@av-finance.com
Manuela Albutat
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m.albutat@av-finance.com
13 Editors: Herbert Sebald (responsible)
Telephone +49 89 45 45 576 12
h.sebald@av-finance.com
Karl-Peter Lenhard
Telephone +49 89 45 45 576 14
kp.lenhard@av-finance.com
14 Circulation monitoring*:
15 Circulation analysis*:
Copies per edition as a quarterly average (IVW Q2/2015)
Print run: 3,500
Actual circulation: 3,211

* does not apply to special publications
### Anzeigenpreise und Formate (alle Preise zzgl. gesetzlicher Mehrwertsteuer)

<table>
<thead>
<tr>
<th>Format</th>
<th>Bleed formats width x height in mm*</th>
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<tr>
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<tr>
<td>Front cover + story</td>
<td>auf Anfrage</td>
<td>€6,500</td>
</tr>
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<td>Cover flap (inside)</td>
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Text section advertisements – millimetre price, single-column €3.80

### 2 Discounts on the base price in the case of acceptance within one advertising year

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<th>Quantity scale – whole-page formats:</th>
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<tr>
<td>9 advertisements or more</td>
<td>10%</td>
</tr>
</tbody>
</table>

* Bleed margins: Top trim 5 mm; bottom trim 3 mm; 3 mm at the outer edges.

### 3 Bound-in inserts:

- 2-page (1 sheet) €2,690
- 4-page (2 sheets), folded €3,510
- Untrimmed format 217 x 307 mm
- Trimmed format 210 x 297 mm
- Quantity required 3,500 copies (discount: 1 sheet = 1/1 advertisement page)

Other sizes and bound-in inserts with additional response cards available on request. Delivery deadline by the relevant closing date for advertisements.

### 4 Loose inserts:

- Inserted loose, max. size 195 mm x 270 mm
- Prices per 1,000 pcs
  - Up to 25 g €360
  - Each additional 5 g €35

Quantity required: 3,500 copies

### 5 Delivery address for loose and bound-in inserts:

Holzmann Druck
Gewerbestraße 2
D-86825 Bad Wörishofen, Germany

### 6 Payment terms and bank details:

Within 30 days of the invoice date without deduction; 2% cash discount within 8 days.

Airbus Group Bank GmbH
Account no.: 11000 64038
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BIC: AGBM DE MM
Tax no.: 143/117/10215
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<th>Edition</th>
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<th>Special topics</th>
<th>Supplements</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PD: 18/03 Cl: 01/03 ED: 16/02</td>
<td>BPM IT-modernisation Mobile IT Risk management Data centre CRM Automatisation Insurance agency consulting</td>
<td>Claims management App-solutions Claims software Claims and regulations</td>
<td>CallCenter for Finance I</td>
<td>9th trade fair conference &quot;Schadenmanagement und Assistance&quot; (20 - 21/04/)</td>
</tr>
<tr>
<td>2</td>
<td>PD: 20/05 Cl: 03/05 ED: 19/04</td>
<td>Cloud Collaboration Compliance DMS Omni-channel Physical protection Rating Innovation management Digital sales Internet of things</td>
<td>Security Fraud detection Authentication SSD</td>
<td>System integrators in the finance industry</td>
<td>5th trade fair conference &quot;Finanzen und Risikomanagement&quot; (08 - 09/06) SicherheitsExpo (06 - 07/07)</td>
</tr>
<tr>
<td>3</td>
<td>PD: 22/07 Cl: 05/07 ED: 21/06</td>
<td>Big Data Identity-/Access management Digitalisation IT-services Asset management Industrial insurance Product innovations Security solutions Process management Software solutions for insurance Standard software Broker software CRM</td>
<td>Datacenter Security und high availability</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>PD: 23/09 Cl: 06/09 ED: 23/08</td>
<td>Fraud prevention CRM Infrastructure Predictive analytics Fintechs Compliance Workflow management Mobile sales Security and techniques</td>
<td>Sales solutions Sales management Business-analytics Sales software</td>
<td>CallCenter for Finance II</td>
<td>IT &amp; Business (04 - 06/10) it-sa (18 - 20/10) DKM (25 - 27/10)</td>
</tr>
</tbody>
</table>

PD = publication date / Cl = closing date for advertisements / ED = editorial deadline
Subject to change
Topic related specials inside the main magazine address your key issues in the best way. The editorial staff of av-news provides the title and the introduction for your topic, while you are going deeper into details. With the customized combination of interview, ad and/or success story you accomplish a powerful and prominent presentation within our professional journal.

**Your benefits:**
- Present yourself as an expert in your core topic
- Much space for your content and your individual creative design/layout
- Targeted information for your customer
- Higher credibility through the editorial character of your content and a close editorial accompaniment for the whole production process
- Focussed awareness, less scattering loss with a greater reach

The av-news media team is at your disposal for further advice, information or quotation.
CallCenter for Finance

CallCenter for Finance is the official media partner of the Call Center Verband Deutschland e.V.

Print run: 10,000 copies
Target audience: managing directors, IT and organisational managers, as well as managers in the call centre sector within banks and insurance.

Edition 1/2016:
PD gi: 12/02/2016
PD vb: 18/03/2016
Cl: 26/01/2016

Ausgabe 2/2016:
PD gi: 29/04/2016
PD vb: 20/05/2016
Cl: 12/04/2016

System integrators in the finance industry

Trends, best practices, ICT-services provided, technologies, company profile, expert discussion, advertorial or case study

Print run: 10,000 copies
Target audience: managing directors, ICT and organisational managers within banks and insurance.

Security of data centrer and high availability in the finance industry

Access control, physical protection, video monitoring, UPS, backup-solutions, monitoring, security-management, security gateways

Print run: 10,000 copies
Target audience: managing directors, ICT and organisational managers within banks and insurance.

Cloud-solutions in the finance industry

Big data, security in the cloud, compliance, authentication, document management

Print run: 10,000 copies
Target audience: managing directors, ICT and organisational managers within banks and insurance.

Best Practice

Compendium of the most successful case studies of the year in the banking and insurance sector

Print run: 10,000 copies
Target audience: managing directors, ICT and organisational managers within banks and insurance.

PD vb: 25/11/2016
Cl vb: 08/11/2016
PD gi: 16/12/2016
Cl gi: 28/11/2016
1 Magazine format: 210 mm wide x 297 mm tall, DIN A4
Untrimmed: 217 mm wide x 307 mm tall
3 mm bleed margin at the sides
5 mm bleed margin at the top and bottom
4 mm cut-off margin at binding

2 Live area: 175 mm wide x 245 mm tall
3 columns of 55 mm width

3 Printing and binding process: Sheet offset, internal paper: 100 g/m², matt printing, cover: 200 g/m², glossy printing, glue binding. DIN ISO 12647-2, colour sequence black/cyan/magenta/yellow. Please send us documents for printing in digital form.

4 Data transmission: Data carriers: CD-ROM, DVD or e-mail to anzeigen@av-finance.com

5 Data formats: High-definition, printable PDF file, file resolution: 300 dpi (CMYK)

6 Colours: Print colours (CMYK) as per ISO Coated v2 (ECI); special colours are available upon consultation. As regards conversion and monitoring of the colour space (ICC Color Management), we make reference to the ECI standard offset profiles. (You can obtain the “ECI_Offset_2009” package free of charge at www.eci.org)

7 Proof: Warning for colour advertisements: Exact colour representation cannot be guaranteed without provision of a proof. Digital contract proof as per "Medienstandard Druck" (bvdm). Proofs created digitally must contain the FOGRA media wedge for the purposes of checking the digital contract proof (available for a fee at www.fogra.org). Proof documents must have an official print control strip.

8 Data archiving: Documents/media for printing will not be stored for longer than a year following their last use by the publishing house.

9 Guarantee: We cannot accept any liability for the printing result if you provide incomplete or defective data (texts, colours, images). Incorrect exposure due to incomplete or defective files, incorrect settings of incomplete information shall be charged. This also applies to additional typesetting or reproduction work, as well as the creation of defective proofs.

10 Contact: See contact page
1 Web address: www.av-finance.com
               www.geldinstitute.de
               www.versicherungsbetriebe.de

2 Brief description: www.av-finance.com, www.geldinstitute.de and www.versicherungsbetriebe.de aim to provide the latest information from the world of banking IT and banking technology, as well as insurance IT. Alongside daily updates, both portals offer image galleries and video clips. An archive with search function provides articles on almost all current topics in banking IT and banking organisation, or insurance IT. Our industry guide provides an overview of the most important service providers in the financial sector and insurance. Web users’ questions on current issues complement the service.

3 Target audience: Decision-makers in banking and insurance – organisation, ICT, technical, sales, corporate management

4 Publishing house: av-news GmbH
                    Englmannstr. 2
                    81673 Munich, Germany
                    Telephone +49 89 45 45 576 0
                    www.av-finance.com
                    www.geldinstitute.de
                    www.versicherungsbetriebe.de

5 Contacts: Editing
            Herbert Sebald (responsible)
            Telephone +49 89 45 45 576 12
            h.sebald@av-finance.com
            Karl-Peter Lenhard
            Telephone +49 89 45 45 576 14
            kp.lenhard@av-finance.com

Contacts: Online advertising:
          Thomas Noeske
          Telephone +49 89 45 45 576 25
          t.noeske@av-finance.com

          Manuela Albutat
          Telephone +49 89 45 45 576 11
          m.albutat@av-finance.com

6 Access: On request

7 Data delivery: At least 3 working days before the beginning of the advertisement period by e-mail to m.albutat@av-finance.com
Image in GIF or JPG format, maximum file size 20 KB, volume of text approx. 500 characters (maximum).

8 Discounts: No discounts

9 Payment terms and bank details: See page 5
ONLINE FORMS OF ADVERTISING AND PRICES*

LEADERBOARD
- dimensions: 1040 x 90 px
- max. file size: 60 KB
- media formats: HTML, GIF, JPG, SWF
150,- €* per week / per URL

RECTANGLE
- dimensions: 300 x 250 px
- max. file size: 60 KB
- media formats: HTML, GIF, JPG, SWF
130,- €* per week / per URL

SKYSCRAPER
- dimensions: 160 x 600 px
- max. file size: 60 KB
- media formats: HTML, GIF, JPG, SWF
130,- €* per week / per URL

WALLPAPER
- dimensions: 1200 x 90 plus 160 x 600 px
- max. file size: 60 KB
- media formats: HTML, GIF, JPG, SWF
250,- €* per week / per URL

TAPE AD
- dimensions: 1000 x 60 px
- max. file size: 60 KB
- media formats: HTML, GIF, JPG, SWF
130,- €* per week / per URL

BILLBOARD
- dimensions: 1000 x 250 px
- max. file size: 60 KB
- media formats: HTML, GIF, JPG, SWF
300,- €* per week / per URL


* all prices excl. VAT.
av-finance newsletter

**Dispatch:** weekly, on Wednesdays, sent to approx. 13,000 recipients

<table>
<thead>
<tr>
<th>Advertising media</th>
<th>Format</th>
<th>Price excl. VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard:</td>
<td>650 x 90 px</td>
<td>€750.00</td>
</tr>
<tr>
<td>Skyscraper:</td>
<td>120 x 600 px</td>
<td>€750.00</td>
</tr>
<tr>
<td>Rectangle:</td>
<td>300 x 250 px</td>
<td>€750.00</td>
</tr>
<tr>
<td>Fullsize Banner:</td>
<td>468 x 60 px</td>
<td>€750.00</td>
</tr>
<tr>
<td>Text Ad:</td>
<td>400 characters plus headline and Logo</td>
<td>€750.00</td>
</tr>
<tr>
<td>Wallpaper:</td>
<td>770 x 90 and 120 x 600 px</td>
<td>€1000.00</td>
</tr>
<tr>
<td>Billboard:</td>
<td>650 x 250 px</td>
<td>€1000.00</td>
</tr>
</tbody>
</table>

**Special-newsletter**

**Dispatch:** before the respective event to approx. 13,000 recipients

<table>
<thead>
<tr>
<th>Event</th>
<th>Trade fair/conference date</th>
<th>Dispatch date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Center World</td>
<td>23 - 25/02/2016</td>
<td>18/02/2016</td>
</tr>
<tr>
<td>CeBit 2016</td>
<td>14 - 18/03/2016</td>
<td>10/03/2016</td>
</tr>
<tr>
<td>PAYMENT</td>
<td>21/ - 22/04/2016</td>
<td>19/04/2016</td>
</tr>
<tr>
<td>SicherheitsExpo</td>
<td>06 - 07/07/2016</td>
<td>30/06/2016</td>
</tr>
<tr>
<td>IT &amp; Business</td>
<td>04 - 05/10/2016</td>
<td>27/09/2016</td>
</tr>
<tr>
<td>it-sa 2016</td>
<td>06 - 08/10/2016</td>
<td>29/09/2016</td>
</tr>
<tr>
<td>ORGATEC</td>
<td>25 - 29/10/2016</td>
<td>20/10/2016</td>
</tr>
</tbody>
</table>

**Price per banner and one-off dispatch to 13,000 recipients:** €750.00 excl. VAT

**Exclusive-topic-newsletter**

**Dispatch:** individual to approx. 13,000 recipients

**Content:**
- Editorial articles on a special topic plus
- three different advertising media at your option

**Price:** on request
WEBINARS

Benefits of a webinar:
• Reach potential new customers in your field
• Integrate surveys and opinion polls
• Exchange user questions using the chat function
• Integration of download offers (presentations, videos, whitepapers, etc.)
• av-news takes care of all handing (advertising, registration and handover of leads)

We provide you with the following services:
• Media service:
  Runtime: 2-3 weeks
  Delivery of 3-4 online advertising media (e.g. text ad, rectangle, skyscraper) for advertising
  Direct marketing: Stand-alone e-mails to approx. 13,000 selected recipients
  Print: 1/1 page 4c incl. shortlink to registration page
• Creation of all advertising media (online, print, e-mail shot)
• Telephone training
• Technical implementation and hosting
• Statistical evaluation (registration, participation and survey)
• Handover of cleared leads

Total price for your exclusive appearance: €6,900 excl. VAT

WHITEPAPERS (Excerpt from the reference list)

Target audience:
Banks/insurance/financial services, meaning that we cover the entire sector.

Approach:
The newsletter with your advertising, incl. link to your whitepaper, is sent at least 3 times. At the same time, your whitepaper, incl. your logo, is placed on our website. Placement on our homepage.

Runtime:
4-6 weeks
If we do not reach the set number of leads after a certain period, we take follow-up action.

Price on request
Benefits and services of a stand-alone e-mail to qualified decision-maker addresses

Stand-alone e-mails to qualified addresses provide you with a quick, efficient and cost-effective tool that will ensure a lasting effect within your target audience. Thanks to provision of prepared technical infrastructure and current recipient data, you can place your desired advertising message in a cost-efficient manner.

We provide you with the following services:
- Provision of the technical infrastructure for stand-alone e-mails
- Statistical evaluation (e.g. reporting of the opening rate, individual links, etc.)
- Creation of the stand-alone e-mail (for a surcharge)
- Dispatch to your target audience

Benefits of your stand-alone e-mail:
- With av-news GmbH as a “door opener”, we can communicate your advertising message for you
- Your exclusive appearance in a topic area that you define
- Very low cost
- Large reach or direct approach to the target audience without scatter loss

Standard selections / cost:
- Complete dispatch (gi & vb) 13,000 recipients €3,250
- Companies with up to 249 employees (gi & vb) 7,000 recipients €1,925
- Companies with 250 employees or more (gi & vb) 6,000 recipients €1,650
- Banks 6,500 recipients €1,800
- Insurance 6,500 recipients €1,800
- Managing directors (gi & vb) 6,000 recipients €1,800
- IT decision-makers (gi & vb) 7,000 recipients €1,925

Format & size:
- Dimensions max. 650 px wide
- Max. file size: 100 KB
- Media formats: HTML without style sheets (CSS)
- Font size not smaller than 10 pt.
- Sans serif fonts (e.g. Verdana)
- Do not use forms
- Use tables for layout
- No png images (jpg or gif only)
- Overview of instructions

Reporting:
With reporting, we are able to provide information on the opening rate and the click rate for each link used in the e-mail.

Deadline:
Delivery of data at least 3 working days before dispatch with specification:
- the e-mail address for the “release e-mail”
- the subject for the mailing

References:
- GFI LangGuard
- IDEAL Industrie Networks
- Elaxy
- Samsung
- Interactive Intelligence
Your entry in the service provider directory straight to your target group

Present your company, your solutions and products in our multimedia directory in gi Geldinstitute, vb Versicherungsbetriebe and online at av-finance.com!

Alle we need from you

• Your company profile (300 characters) +
• Logo + link + contact details
• Your category

Appearance

• 6 times in gi Geldinstitute
• 5 times in vb Versicherungsbetriebe
• 12 months at av-finance.com

Publications

<table>
<thead>
<tr>
<th>Publication dates</th>
<th>€1,100.00 plus VAT</th>
<th>€100 each</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>€750.00 plus VAT</td>
<td>€125 each</td>
</tr>
<tr>
<td>5</td>
<td>€650.00 plus VAT</td>
<td>€130 each</td>
</tr>
<tr>
<td>3</td>
<td>€420.00 plus VAT</td>
<td>€140 each</td>
</tr>
<tr>
<td>1</td>
<td>€200.00 plus VAT</td>
<td>€200 each</td>
</tr>
</tbody>
</table>

At an extremely favourable price from €100.00 up per placement!
We bring you together with the market players within your target group

Date and time: By agreement
Location: Conference room at the publishing house av-news GmbH, Englmannstraße 2, 81673 Munich, Germany or upon consultation
Number of participants: 5 - 10 persons (topic-related market players)
Topics: Upon consultation
Time window: 2 - 3 hours
Services:
• Teaser in print, online, newsletter, with reference to the round table
• Editorial skill as a “door opener” to the relevant target audience
• Discussion / exchange with industry experts
• Moderation by the editor-in-chief of av-news GmbH
• Catering / shared lunch at the end
Reminder:
• 4 pages, post-reporting (image & text)
• Multimedia preparation for online at av-finance.com and via newspaper dispatch
• The customer receives prints and records from the round table for other marketing measures
Lead times: Approx. 6 weeks
Quoted price: On request
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