

HVG Kiadó Zrt.
General Terms and Conditions (GTC)
15 Sept 2015.

1. The scope of the GTC

1.1. In the legal relationship between customers using HVG Kiadó Zrt.'s services (hereinafter referred to as the Customer) and HVG Kiadó Zrt. as service provider (hereinafter referred to as HVG), the following general terms and conditions shall apply—including Annexes 1-2 forming an integral part of these GTC—unless the parties agree in their custom agreement differently from what is laid down in these general terms and conditions. In case no such custom agreement is concluded, the Customers automatically agree to the provisions of these GTC by placing their order and accepting them as binding upon them.

1.2. The following annexes form an integral part of these GTC:

Annex 1: Advertising charges and service fees, discounts and extra charges of HVG Kiadó Zrt.'s printed, online, and mobile products.

Annex 2: Submission parameters for HVG Kiadó Zrt.'s printed, online and mobile products.

1.3. The provisions of these GTC are valid from 15 Sept 2015.

1.4. HVG reserves the right to modify these General Terms and Conditions at any time or put into force new general terms and conditions. After having been posted on hvg.hu, the modifications shall be applied to individual contracts concluded subsequently.

2. General provisions and definitions

2.1. Customer: the advertiser or the provider of advertising services entering into a legal relationship with HVG being the service provider, and the advertisement publisher in particular, as specified in Act XLVIII of 2008 on basic conditions on and restrictions of commercial advertising.

2.2. Advertising, or commercial advertising (hereinafter referred to as advertising): the concepts defined in Act XLVIII of 2008 on basic conditions on and restrictions of commercial advertising.

2.3. The media services and the support of programme items, product placement in programme items, political advertisement, public service announcement and social advertisement: the concepts defined in Act CLXXXV of 2010 on media services and mass communication, and in Act CIV of 2010 on the freedom of the press and the fundamental rules on media content.

2.4. The publisher of the information, the service provider, the intermediary service provider, the electronic advertiser, the publisher of the electronic advertisement: the concepts defined in Act CVIII of 2001 on certain issues of electronic commerce services and information society services.

2.5. Special advertisements: any advertisement is regarded as special which differs from the normal, fixed-size advertisements listed in Annex 1 on advertisement service fees, and/or in the case of online and mobile advertisements covers the content, interrupts the loading of a page, interrupts the proper use of a page, or whose appearance requires an intervention in the source code of the page.

2.6. Performance: publication of the advertisement by HVG in accordance with the contract. The performance may be partial performance when the advertisement is published on several occasions and at certain intervals. In this case, each publication of the advertisements is regarded as partial performance of the complete order (contract).

2.7. List price: the basis of the advertising tariff of each service, i.e. the price valid for individual advertising spaces and published in Annex 1.

2.8. Net-net price: the current list price, plus extra charges, minus discounts and agency commission, excluding value added tax.

2.9. Business secret: any fact, information, other data or publication compiled from these – not easily accessible to persons carrying out all not known or affected economic activities related to the business activity – which if acquired, utilized, published, or disclosed to others by unauthorized persons would prejudice or endanger the legitimate financial, economic or market-related interests of the right holder, provided that no negligence may be attributed to the legitimate right holder with regard to the guarding of the secret.

Business secrets include, in particular, any information, data and written document that is non-public or is not intended to be public, stored on any data carrier and which the parties disclose to one another or become aware of while performing their contract. This includes, in particular, any information, data and written document related to the operation, the activities, the financial management, the unique terms and conditions applied (e.g. discounts), any information, data and written documents regarding their customers as well as the list of their clients. Business secrets may only be made public or disclosed to a third party with the express written consent of the other party.

Technical, economic or management knowledge, experience or a compilation thereof, (for the purposes of this act: protected knowledge) representing a marketable value and recorded in a manner to allow identification shall enjoy the same protection as business secrets, if acquired, utilized, published or disclosed to others in a way violating the principle of good faith and integrity.

2.10. To issues not regulated in these General Terms and Conditions and, in particular, in the custom contracts, the Acts referred to in Sections 2.1.-2.4. and to contracts entered into before 15 Sept 2015 the provisions of Act IV of 1959 on the Civil Code (old Ptk.) and to contracts entered into from 15 Sept 2015 the provisions of Act V of 2013 on the Civil Code (new Ptk.) shall be applied.

3. Order requirements; entering into a custom agreement

3.1. HVG will accept the Customer's duly signed orders in writing (delivered by post, fax, e-mail or in person). An order and advance booking is regarded as a concluded contract once the order signed by the Customer is received and receipt thereof is confirmed by HVG. An essential condition for the publication of the advertisement is to conclude a contract.

3.2. HVG is entitled to refuse to publish advertisements or provide any other service in connection with advertisements that are forbidden, illegal, or which are in terms of their theme, content, or quality incompatible with the image of HVG, its product, or HVG's profile or that of its printed and online products.

3.3. When ordering advertisements, the Customer shall indicate the advertiser's name, registered seat (or place of residence) as well as tax number and bank account number, and any other additional data deemed necessary by HVG (in particular, company registration number, the name and contact details of the person who is authorized to sign and represent the company [recorded in the company register] and – if different – the contact details of the person authorized to conclude the contract). In case the Customer is not identical with the advertiser, the provider of advertising services shall provide the above data as well as indicate its own data and the object of the advertisement.

3.4. In the case of advertisements for products subject to the obligation of prior quality inspection or certification of compliance as specified in a separate law, the Customer shall declare that the advertiser has performed this examination and, accordingly, the product can be released.

If the product is not subject to compulsory prior quality inspection or certification of compliance, the declaration shall clearly state so. (For advertisements for games of chance, it is necessary to present the licence issued by the state tax authority authorizing the organization of games of chance.) Failing the above, and due to statutory prohibition, HVG cannot publish the advertisement.

3.5. The Customer irrevocably undertakes to pay on behalf of HVG and/or HVG's employees any penalty, compensation and cost, arising from the joint and several liability of the publisher of an advertisement pursuant to the act on business advertising activity against the advertiser and the designer of advertisements, which the competent authorities or third parties may enforce against HVG or its employees for violation of the act, referred to above, by the Customer.

3.6. The Customer shall state in the order if it requests HVG's cooperation to produce the advertisement.

4. Publication of advertising, and performance

4.1. HVG agrees to publish advertisements on its printed, online and mobile interfaces in accordance with the special conditions of the related contract and, in matters not regulated therein, in accordance with the provisions contained in these General Terms and Conditions.

4.2. HVG publishes the advertisements on its printed, online and mobile interfaces in accordance with the custom advertisement agreements entered into between HVG and the Customer. The entire agreement between the Customer and HVG is comprised of the custom agreement and these GTC collectively. By concluding the custom agreements, the Customer acknowledges to understand and accept the provisions of these GTC.

4.3. HVG agrees to publish (have published) or provide the advertisements and other services ordered in the best possible technical and aesthetic execution and quality available under the given circumstances. Mediated service is used to perform the contract.

4.4. The Customer acknowledges that it may not use HVG's trademarks, logos, fonts, and layout in the Advertisement or create the impression in readers as if such Advertisement had been created by the editors of HVG.

The Customer acknowledges that it may not make any claims regarding the visual and textual environment of the advertisement.

4.5. Advertisement statistics (hereinafter referred to as statistics): HVG publishes the advertisements placed on its online and mobile interfaces through advertising servers (ad server) provided by a third party. The statistics created by the advertising service system (ad server) used by HVG means the statistics capturing the appearance and click-through (CT) number for each creative and interface in a daily breakdown. The Customer may request the statistics of its campaign from HVG from the first day of publishing the advertisement until the second day following expiry, and view the data on the statistics interface provided by the advertisement service partner protected by an ID and a password. The Customer will accept the statistics as a certificate of completion. If the Customer fails to take advantage of the possibility to view the statistics within the period indicated above, or fails to submit a written objection, it accepts the content of the statistics as authentic and true performance.

In case the Customer wishes to use an ad serving system (ad server) other than the one used by HVG to serve and measure its campaigns, it has the possibility to do so based on the custom agreement but even in this case, settlement is done based on the data from the ad serving system (ad server) used by HVG.

If the order is for the publication of a special advertisement that cannot be tracked accurately in the statistics, HVG will make out a certificate of completion at the Customer's prior request which is sent to the Customer once the campaign is completed.

4.6. Screen shots: HVG makes screen shots of the advertisements published online and on mobile interfaces only at the Customer's specific request, and these cannot be used as proof of performance. HVG makes screen shots only if such specific written request is made along with

the order, but no later than when the campaign starts, as follows:

- 1 screen shot per non time-based (fixed) campaign
- 1 screen shot per interface for a time-based (fixed) campaign
- for specifically targeted (retarget, domain target, IP target, geotarget etc.) campaigns, when it is not necessarily possible to see the advertisement live, HVG makes 1 live preview screen shot.

If the Customer requires further screen shots in addition to the above, the technical costs thereof shall be paid to HVG in accordance with the charges listed in Annex 1.

4.7. Exclusion of competition: For online and mobile campaigns, the Customer may request that its advertisement should not appear on a specific loaded page together with the advertisements of competitors whose names it specifies. The Customer shall submit such a request when ordering the campaign. In this case, HVG is entitled to charge for each competitor the extra charges contained in Annex 1. However, HVG reserves the right to reject any request for exclusion of competition. Displaying different products and services of the same advertiser on the same loaded page cannot be excluded or objected to.

4.8. Run-of-site, run-on-network campaigns: For online and mobile campaigns, the campaigns ordered on AV, CT, or UU basis in different mixes, the advertisements are displayed on the interfaces concerned automatically by the ad server, and the system allocates the publication occasions at random. The Customer acknowledges that it may not make any claims or objections regarding the visual and textual environment of the advertisement.

4.9. Click-through (CT) based campaigns: The number of page views generated by readers and the number of ad displays necessary for a click-through cannot be calculated in advance. Therefore, the Customer acknowledges and agrees that HVG offers no guarantee to fulfil the click-through rates laid down in the order and confirmed. However, HVG will issue its invoice for services in the case of CT campaigns based on the actually performed CT quantity. Depending on the available capacity, HVG will do its best to attain the ordered CT quantity. HVG does not undertake periodic and interface-based weighting of campaigns ordered on a CT basis, thus it will be performed uniformly, depending on the current user activity. An exception to this is the performance of interface-based and periodic advertisement packages indicated in the special offers and determined individually. In the event of campaigns purchased on click-through (CT) basis, HVG will send its order confirmation to the Customer when the finished, complete and correct creative materials have been submitted.

The Customer agrees that when opting for the click-through (CT) based advertising solution, the purpose of the campaign is to generate click-through to the advertisement. The Customer agrees to prepare the creative in such a way that it could be clicked on on the entire surface of the Advertisement at any moment. The Customer agrees that the creative it has made will advertise the Customer's product or service and that the main message of the advertisement may not be directed at increasing the reputation of the Customer and it may not communicate brand values. HVG has the right to refuse the click-through based purchase of certain types of advertisements. These may include but are not limited to, video banners, interactive banners, etc. HVG has the right to check and test an advertisement prior to its publication, and if it finds that it does not meet the criteria detailed in this section, HVG is entitled to reject the publication and require a new creative.

With regard to campaigns ordered on click-through basis, if the creative of the Advertisement does not reach the click-through rate (CTR%) of 0.04% in the first quarter of the campaign period, HVG will be entitled to request a new creative or change the settlement method of the advertisement to ad-view (AV) based. If the click-through rate (CTR%) is lower than the expected 0.04%, HVG will notify the Customer, which can then send a new advertisement creative or accept the change of the settlement method. If the Customer fails to send a new advertisement creative within 2 business days, the Customer accepts the change of the settlement method.

4.10. In the case of campaigns purchased on a click-through basis, a replacement image is also required for each .swf and html5 creative in all sizes. If it is not submitted until the submission deadline, HVG will not be obliged to launch the campaign and HVG cannot be obliged to pay

compensation for failed advertisement/publication.

The Customer acknowledges that if no replacement image is submitted to accompany the .swf creative for its campaigns purchased on time-, ad-view or click-through basis, the click-through on the creative cannot be measured in each case, which is beyond HVG's control.

HVG assumes no guarantee for the click-through rates (CTR%) for orders made on time or ad-view basis, and it can accept no related complaints, because it depends on factors beyond its control (the operation of the browser, whether the creative can be played, the eye-striking character of the creative and the offer, the willingness of users to click on it, etc.)

4.11. Number of unique visitors: The expected number of unique visitors on HVG's online and mobile interfaces cannot be calculated in advance. Therefore, the Customer acknowledges and agrees that HVG does not guarantee the attainment of the number of unique visitors. However, the statistics for the number of unique visitors attained in a campaign are available during and at the end of the campaign on the statistics interface provided by HVG – described above (Section 4.4).

5. Order cancellation and termination or modification of contract

5.1. An order may be cancelled or modified, including rescheduled, not later than 30 (thirty) days before the publication date indicated in the order or in the confirmation (in the case of a confirmed order) without legal consequences.

5.2. Cancellation and modification can occur only in writing (by letter, fax, e-mail or delivered in person). This is valid only if HVG has confirmed it in writing (termination or modification of contract). A cancellation or modification as described in 5.1 and above will be confirmed by HVG in every case. If a cancellation or modification has not been confirmed by HVG – for lack of the conditions above – (thus the Customer has no confirmation sent electronically, by fax, post or personal delivery), it must be regarded as unaccepted, and in such cases the order or contract survives, and the damage stemming from non-performance shall be borne by the Customer.

5.3. After the deadline specified in Section 5.1, the customer is no longer entitled to the right of cancellation or modification, and in the case of a breach of contract, it shall pay liquidated damages in accordance with the above described provisions of the custom agreement (or failing this, the GTC).

5.4. HVG reserves the right to cancel or object to an advertisement – especially based on Section 3.2 – which has already been ordered or confirmed, without consequences.

5.5. If in the case of orders (contracts) for continuous publication, the Customer fails to expressly inform HVG before the submission deadline that it wishes to modify the advertisement to be published, HVG will automatically publish the advertisement from the last publication.

5.6. HVG will only be held liable for any damage arising out of any modification after submission of advertisements, if it expressly agreed to such modification and confirmed in writing that it is feasible.

5.7. Extra charges stemming from modifications after the submission deadline shall be covered by the Customer at all times.

6. Terms of payment

6.1. The Customer shall make payment against HVG's invoice by bank transfer within 30 (thirty) days of receipt of the invoice to HVG's bank account BB Nyrt. 10102103-01000604-00000007.

6.2. For new Customers, or if the Customer did not have a valid agreement with HVG Kiadó Zrt. or HVG Press Kft. (hereinafter collectively referred to as HVG) in the previous calendar year that

is similar to the current one, or if it did have such an agreement but the Customer made payment only after giving notice and with delay, and if the Customer has overdue debts to HVG at the time when the current agreement is concluded, such overdue debts including default interests shall be paid and the fees for the ordered services shall be paid in advance. HVG is entitled to request that a new Customer pay in advance for a period of one year from its first order.

6.3. In the case of online campaigns affecting two calendar months, HVG is entitled to issue (afterwards) partial invoice(s) on a monthly basis and in proportion with the total value and duration of the order.

6.4. If the Customer fails to meet the due date, it shall pay a late payment interest equalling two times the base rate of interest.

6.5. If the Customer defaults on payment, HVG is entitled to suspend fulfilment of its obligation to provide the service specified in the order and the confirmation or a separate contract until payment is made and may withdraw the discounts offered. After the service has been paid for, HVG will continue or complete the service in the earliest possible time depending on the nature and possible time of fulfilment of the service.

7. Liquidated damages

The Customer acknowledges that if it submits the advertising creative late, in an incomplete form or not in compliance with the requirements contained in the material submission and technical specification and, for this reason, HVG is unable to perform the ordered campaign, the entire advertising fee (less the discounts and the commission) will be charged. HVG cannot be obliged to pay compensation for failed advertisement view.

8. HVG's editing powers

8.1. Out of editing considerations and/or in order to take the customer's interests into consideration (e.g. to prevent several similar products, services or companies in the same industry from appearing on the same page), HVG may modify the placement (or even the form) of advertisements, and may place any advertisement in the advertisements section under any column heading (column name). HVG cannot guarantee meeting all requests for special placement or other requests. In such cases, HVG will only charge the basic price of the advertisement.

8.2. HVG is obliged to make corrections to the manuscripts received to comply with the rules of Hungarian spelling; however, no substantial modifications will be made to the text for the sake of correct interpretation without the customer's consent. In the case of ready-to-print files, HVG will correct spelling mistakes in the file or send the file back for correction.

9. Responsibility for file submission, proof impressions and originals

9.1. The Customer is responsible for file submission, and for meeting submission deadlines specified in the annexes, quality and other requirements, and the quality guidelines in particular.

9.2. The consequences of any delay or error in material submission shall be borne by the Customer, in particular the consequences of faulty performance arising due to a lack of supplied originals (illustrations, graphics, logos, texts) or quality defects.

9.3. The Customer shall provide ready materials to HVG (in electronic form), and if any changes are made, it shall provide new materials in accordance with the provisions of the GTC.

9.4. HVG will preserve the print originals submitted by the Customer for a period of 3 months after the last publication. Subsequently, all materials will be destroyed without giving notification.

10. Quality objection

10.1. The Customer is entitled to raise a quality objection in connection with the advertisement in writing within 8 days of the publication of the advertisement by giving a detailed description of the reason for the objection (the major criteria of the defect).

10.2. In the case of a defect of print quality, the parties will accept the official professional opinion (report) of the printing house concerning the number of defective copies.

10.3. If it can be proved that the printing house is responsible for the quality defect in the publication, HVG will conduct an investigation together with the printing house in line with the requirements of the ISO 9002 international standard. The compensation shall be determined in proportion to the number of defective copies.

11. Prices, discounts

11.1. HVG reserves the right to change the prices of advertisements in the course of the year, but will inform the Customers at least 30 days before such tariff changes become valid by publishing the prices on hvg.hu. The Customer may – if it does not accept the new tariffs – cancel its order by observing the cancellation deadline.

11.2. If a Customer fails to meet the requirements for the prices and frequency discounts offered by HVG and the discounts have in full or in part been taken advantage of, the customer shall pay the amount of such discounts to HVG against an invoice.

12. Responsibility

12.1. HVG shall not be held liable for damage caused by any errors in the advertisements or for damage incurred through failure to publish an advertisement. HVG's liability that can be determined in other cases is limited. It does not cover any loss of profit, or any indirect or non-pecuniary damage.

12.2. In spite of a corresponding original, there may be slight differences in terms of colour or tonality in print which, however, will not qualify as faulty performance.

12.3. For online and mobile advertisements, HVG will not be responsible for any event hindering performance that occurs as a result of the specific nature of the Internet, in particular traffic, technical or other circumstances arising on the network in connection with the operation of the Internet.

12.4. HVG may not be held responsible for failed or defective performance of an advertisement caused by a force majeure. Force majeure event means any external cause unavoidable by HVG which HVG cannot influence either directly or indirectly.

13 Prohibition of the violation of copyright and trademark rights

13.1. Without HVG's express prior written consent for use or a contract concluded with HVG, the Customer may not upload to a website (either its own or an interface published or operated by a third party) any content which was prepared by HVG and is thus protected by copyright and/or neighbouring rights, or the Civil Code. Also, it may not create or upload any link or application mediating such content. Any representation containing HVG's name, or logo, including HVG Kiadó Zrt. registered trademark, is prohibited, including any content or contact detail that is indicated by a trademark pertaining to HVG (among other things "hvg", "Heti Világgazdaság"). The Customer is obliged to previously gather information concerning registered trademarks, because it will be held responsible for any failure to do so, which may result in trademark infringement. The above shall apply as appropriate to any publication intended to be published by the Customer in printed form.

14. Confidentiality

14.1. The definition and the scope of business secrets is included in 2.9. above.

14.2. The Customer

a) shall keep any business secrets, including the treatment thereof in a way that such business secrets may by no means be disclosed to or accessed by any unauthorized third party;
b) may disclose a business secret to any third party with HVG's prior written consent;
c) may use a business secret only to comply with its obligations laid down in the custom agreement to the extent it is needed to perform the contract. It may not use, utilize or manage the business secrets it has become aware of.

14.3. The obligation of confidentiality does not extend to information, data and written documents constituting business secrets which become public at the time of or after signing this agreement, except if it is a consequence of breach of contract by the Customer.

14.4. When breaching the obligation of confidentiality, the Customer shall pay liquidated damages corresponding to the total discounts offered based on the custom agreement plus HVG's proven damages above this amount.

14.5. The Customer expressly agrees that HVG may hand over the data of the ordered campaign – excluding the business secrets contained in the contract entered into between the parties – to Kantar Media and other research institutes or organizations.

15. Application and interpretation of the provisions, and settlement of disputes

To contracts concluded with HVG and to any arising dispute, the provisions contained in the custom agreement (in the corresponding order and confirmation, in the case of discrepancy, the confirmation given to the Customer and performed; or in the proposal and its unchanged acceptance) shall apply. To issues not regulated therein, the provisions of these GTC, to contracts entered into with a consumer the conditions of subscription and purchase published on bolt.hvg.hu, and to issues not regulated in any of them, the provisions of applicable legislation (in particular the Acts referred to in Sections 2.1.-2.4. and to contracts entered into before 15 Sept 2015 the provisions of Act IV of 1959 on the Civil Code and to contracts entered into subsequently the provisions of Act V of 2013 on the Civil Code shall be applied.

HVG Kiadó Zrt.
General Terms and Conditions (GTC)
Annex 1

Advertising charges and service fees, discounts and extra charges of HVG Kiadó Zrt.'s printed, online, and mobile products

1. **Price list of printed products:** available for download at: hvg.hu/ratecard.
2. **Price list of online and mobile products:** available for download at: hvg.hu/ratecard.
3. **Frequency discount for printed products:** a frequency discount is offered for the number of publications and the frequency of publication.
 - 3.1. Amount of the frequency discount: available for download at hvg.hu.
 - 3.2. The frequency discount applies to a customer or, in the case of a partner accepted by HVG as an agency, a customer represented by an agency.
4. **Special customer discounts:** HVG is entitled to provide individual discounts and quantity discounts for customers other than the ones specified in the GTC.
5. **Agency commission:** After concluding a custom agency contract, HVG offers to partners, accepted by HVG as an agency, an agency commission to be deducted from the amount reduced by the frequency or individual customer discounts. The amount of the agency commission is 15%.
6. **Fees for screen shots:** for campaigns run on online or mobile interfaces, if the Customer requires screen shots in addition to the ones described in Section 4.5, the Customer shall request this when ordering the campaign, and pay its costs to HVG. The price is HUF 800 + VAT per screen shot.
7. **Extra charges, price-reducing discounts:** The discounts will be deducted from and extra charges will be added to the list price of products specified in the GTC. In the case of several discounts or extra charges, the basis for any additional discount or extra charge is the price after deducting the first discount or adding the first extra charge.
 - 7.1 Extra charges for print products:
 - 7.1.1. positioning: 20%,
 - 7.1.2. adding an extra colour: for black-and-white advertisement (1+1 colour),
for colour advertisements (4+1 colour): 20%
 - 7.2 Extra charges for online products:
 - 7.2.2. exclusion of competition for online products: 100%.

HVG Kiadó Zrt.
General Terms and Conditions (GTC)
Annex 2

Submission parameters for HVG Kiadó Zrt.'s printed, online and mobile products

1. Printed products:

1.1. For the HVG weekly, print-ready materials shall arrive at the hirdet@hvg.hu e-mail address indicating the exact content before 12:00 a.m. on Friday in the week preceding the week of publication - with correct resolution and size (a jpg, eps or pdf file of at least 300 dpi in CMYK colour model) and approved by the copy-editor and checked by HVG's DTP operator – and manuscripts before 03:00 p.m. on Monday in the week preceding the week of publication.

1.2. If the material is submitted after the time specified above, the advertisement will appear in the following issue depending on the free capacities of the particular product.

1.3. For other printed products, print-ready materials shall arrive at the hirdet@hvg.hu e-mail address indicating the exact content not later than 10 days before publication – with correct resolution and size (a jpg, eps or pdf file of at least 300 dpi in CMYK colour model) and approved by the copy-editor and checked by HVG's DTP operator – and manuscripts not later than 15 days publication.

2. Criteria for a certified digital proof:

2.1. created using the appropriate colour profile which for publications of HVG may be one of the following two: cover FOGRA39 (ISOcoated_v2.icc), inner pages FOGRA28L(ISOwebcoated.icc);

2.2. with absolute colorimetry, thus the paper white is simulated in the proof;

2.3. it contains the information describing the conditions of proof-making, such as: file name, date of proof-making, simulated ICC profile, rendering intent used, type and linearization of printer;

2.4. it contains the UGRA-FOGRA media wedge, where ICC compliance is also simulated to allow the proof to be controlled;

2.5. "passed sticker" to verify that the proof-maker has measured and found the proof to comply with the above standards.

3. Information about PR materials for the HVG weekly

3.1. Formal requirements:

3.1.1. The informative material must have a different page-setting from that of HVG's (e.g. in the case of 1/1 page the advertisement may not be arranged in 3 columns).

3.1.2. The font of the advertisement must be different from HVG's fonts (FaGo, Slimbach, Univers, Interstate).

3.1.3. The advertisement should have a pale background colour or tonality.

3.1.4. Type-area size, with frame.

3.2. Requirements for content for printed and online products:

3.2.1. The informative advertisement must contain some kind of contact information (e.g.: address, telephone number, e-mail address, homepage address, helpline number(s).

3.2.2. The word "advertisement" (in Hungarian hirdetés) must appear in the advertisement (and should be clearly visible around the material to be displayed).

4. Information about PR materials for HVG's other printed and online products

4.1. Requirements for form for other printed products:

- 4.1.1. The informative material must have a different page-setting from that of the publication.
- 4.1.2. The fonts of the advertisement must be different from the fonts of the publication.
- 4.1.3. The advertisement should have a pale background colour.
- 4.1.4. Type-area size, with frame.

4.2. Requirements for content for other printed and online products:

- 4.2.1. The informative advertisement must contain some kind of contact information (e.g.: address, telephone number, e-mail address, homepage address, helpline number(s)).
- 4.2.2. The word "advertisement" (in Hungarian hirdetés) or the "x" mark must appear in the advertisement (and should be clearly visible around the advertisement). For online products, the technical and material submission parameters relating to PR materials are available for download at hvg.hu/ratecard.

5. Inserting, sticking

- 5.1. Materials to be inserted or stuck into the HVG weekly must arrive at Ipress Center Hungary Kft's premises on Monday of the week of publication accompanied by a delivery note. Address: 2600 Vác, Nádas utca 4. The delivery note must contain HVG's name, the date of inserting or sticking, the place of the insert or sticking, and the name of the client/customer. For inserting or sticking into our other publications, separate discussion is needed regarding the circumstances of delivery.

6. Material submission parameters of online and mobile products

- 6.1. The Customer shall send to HVG the ready creative described in the current material submission and technical specification before the material submission deadline set in the specification. The detailed material submission and technical specification is available for download at: hvg.hu/ratecard, but if requested HVG will notify the Customer thereof. If the material is submitted after the deadline, the advertisement is published based on individual agreement in the function of the available spaces.
- 6.2. The Customer acknowledges that the prices indicated in the current Table of Tariffs are for the publication of an advertisement. If, however, the Customer commissions HVG to produce or modify or correct the advertisement, HVG will do so against a specific and separate fee, but HVG may not be obliged to produce the advertisement.
- 6.3. HVG reserves the right to set individual production deadlines for Special advertisements including online and mobile advertisements and apply separate pricing. For special advertisements, the Customer will send its ideas (sample, layout) to HVG at least 3 weeks before the launch of the campaign for approval. The Customer accepts HVG's suggestions for the advertisement, and endeavours to prepare the Special advertisement in line with HVG's requirements. In connection with any Special advertisement not indicated in the Table of Tariffs, the parties need to hold discussions at the time the proposal is issued.

HVG agrees to publish Special advertisements only after testing the final creative. Thus, despite a valid order (contract), HVG reserves the right to refuse publication, or request modifications.