

|atp|journal|

MULTIMEDIA

MEMBER OF
YOUR TEAM



MEDIAINFO2019



- 01 PRINT
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01 PRINT ATP Journal

average monthly
2100 pcs THEMATICALLY
UNAMBIGUOUS

1850 *requested form*
registered readers
current expert database

s h a r e **EXCLUSIVE
CONTENT**
another **since 1994**
2 6 4 0 *multimedia*
thanks to QR codes

FOR PARTICIPANTS IN THE EVENTS

„As a user of modern e-business, professional print media is complemented with digital form, not replacing, not competing. The benefit is the ability to share it with a colleague, highlight an important fact, there is any pop windows, cookies,... Thanks, Gutenberg. Thanks, ATP Journal.“

Marek Mašláni, head of the organizational unit
B+R automatizace, spol. s r.o. – organizational unit



A preview
of ATP Journal

Industries that ATP Journal readers are working in

Industry	Representation of readers
Electrical industry	52 %
Energetics	46 %
Machinery	36 %
Automotive	30 %
Chemical industry	24 %
Transport and logistics	16 %
Constructions	14 %
Printing and packaging industry	13 %
Oil and Gas	12 %
Food industry	12 %
Metallurgical industry	12 %
Water industry	11 %
Pulp & Paper industry	11 %
Wood, rubber, cement and foundry industry	do 10 %



Working positions of ATP Journal readers

Working position	Representation among readers
Operational workers – operators, technology, maintenance Developers of control and visualization systems M&C designers, designers and engineers of machinery, equipment and production lines Service and maintenance staff	41 %
Head of M&C, Electronic, Maintenance Units Technical directors, production managers, operations managers Chief Investment Officer Commercial Directors, Sales Manager	24 %
Teachers from technical secondary school and technical universities	14 %
Students from technical secondary schools and technical universities	13 %
Government, SUTN, TI SR, SMU, SNAS, ...	8 %

ATP Journal readers interest in the product area

Product area	Representation among readers
Field measurement devices	49 %
Control systems	47 %
Industrial communication	33 %
Industrial software	31 %
Electrical installation	28 %
Motion control	27 %
Electrical components	25 %
Services in automation	24 %
Industry 4.0, IoT, Cloud	24 %
System integration and IT	19 %
HMI	12 %

02 WEB

www.atpjournalsk
www.e-automatizacia.sk

318 companies 5098 PRODUCTS SYSTEMATICALLY UPDATED
6 banner formats *videos multimedia content and attachments*
other important websites refer to us ADVANCED SEARCHING
SEO optimization linking information **average 5856 visitors/month** Google Analytics

„We have been working with ATP Journal for several years. In 2018, we expanded our cooperation with PR articles and advertising on www.atpjournalsk. Thanks to this, we have been able to reach even more potential customers and raise our awareness of our company. I very much appreciate the editorial cooperation that makes our articles a high professional level. ATP Journal has long been one of our industry-leading media partners and I can therefore strongly recommend it to clients.“

Dana Kovačovičová, marketing manager
IFS Czech, s.r.o. + IFS Slovakia, s.r.o.



atpjournalsk



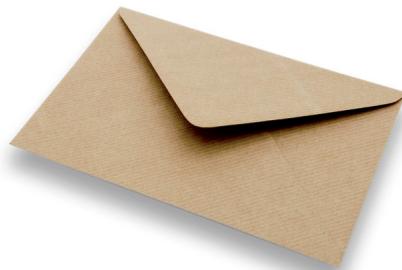
eautomatizacia.sk

03 ONLINE DirectMail

1564 registered customers *SENDING ACCORDING*
active hyperlinks **addressable tool** *UNIFIED GRAPHICS* *TO CUSTOMER*
including pictures **targeted product presentation, events, ...** *NEEDS*

„As a longtime client who uses the services of the ATP Journal, we perceive DirectMail as an operational information channel for our existing and potential customers. Our primary requirement for using DirectMail is to be implemented nonviolently and solely with the consent of the recipients. In our case, the main goal is not to present products through DirectMail. Our main concern is to inform the recipients of the company's professional training and education activities in the field of lightning protection and thus to provide professional public with added value to our products.“

Jiří Kroupa, Director
representation of DEHN+SÖHNE GmbH for the Slovak Republic



04 VIDEO

HIGH **atpjournal.sk** record of the event *DESIGNED AS*
VIEWING **use both externally and internally** *DESIRED*
Facebook industrial video reporting product video **YouTube**
cooperation with professionals *own creation* ALL SENSES corporate video

„Each year, the ATP Journal comes up with some news for its customers. For 2018 it was the video format. Already during the initial presentation we knew that we would definitely try this service. Any doubts as to how the video will look at the final stage have disappeared after viewing the initial splicing. The video had all the elements of modern processing, we were excited of which we have ordered another video report.“

Ing. Lubomír Profant, technician
FESTO, spol. s r.o.



Video report
from StankoTech Ltd.



EPLAN video report
from AMPER fair



TechSeal video report
from NFU fair

05 ANALYZES, STUDIES

YEARS OF EXPERIENCE AN OVERVIEW OF TRENDS examples
own contacts in the community **the current** from real
surveys search inspiration **state of the topic** practice

„With its structure and content, the 86-page publication of Industry 4.0 qualifies industrial and university and secondary school teachers with systematic and transparent information on the Industry 4.0 concept lacking in Slovakia. The quality of this achievement is all the more important because it fulfills its content as a function of system enlightenment in an industrial business environment. The publication is appropriate for the different levels of management in industrial enterprises, but also for people working in public administration and public services, such as education.“

Ing. Peter Magvaši, CSc.
Chairman of the Board for Strategic Management,
Coordination and Control of SARIO Activities



Robotics survey
study



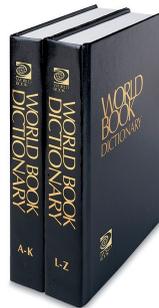
Industry 4.0
Analysis

06 TRANSLATION

orientation in professional matters TEXTS FOR PUBLISHING IN
electrical engineering ATPJOURNAL language
GOOD TECHNICAL *and industrial automation* and expert
TERMINOLOGY
high grade YEARS OF EXPERIENCE knowledge of our editors
level **texts for your business needs** TRANSLATIONS TO YOUR NEEDS

„The editors of the ATP Journal are preparing not only translations of articles, they also process various case studies and interviews. The translations of the articles for us have previously been carried out by various translation companies, and the content has somehow disappeared and articles have been empty. Now we have the content prepared not only professionally, but it is also an interesting form for our readers.“

Radka Kolinska, Head of Marketing,
EPLAN ENGINEERING CZ, s.r.o.



07 EVENTS

complex organization OWN SEMINARS, CONFERENCES
of events media, organizational and professional support
cooperation with trade unions for your events
and universities leading professional INTER-MEDIA
THEMATIC UNIQUENESS experts training
direct customer contact RECORD OF THE EVENT

„I do not remember exactly when the cooperation of the Slovak Maintenance Association (SSU) and the ATP Journal began, but it's been a nice couple of years. Officially, it is a media partner of the National Maintenance Forum conference since 2012, from 2017 as the main media partner, and the Maintenance-Automotive conferences that our company organizes on a regular basis since 2016. We greatly appreciate the support of our association, and we look forward that maintenance is among the areas that deserve attention and promotion in ATP Journal.“

doc. Ing. Juraj Grenčík, PhD.

Chairman of the Board of Directors of the Slovak Maintenance Association



Robotics International
Conference

Professional conferences of federations, educational and academic institutions

Automation and control in theory and practise – ARTEP (TECHNICAL UNIVERSITY, KOŠICE)
CEE Automotive Suppliers Chain (ZAP SR)
Safety of technical equipment (TECHNICAL INSPECTION OF SR)
Digital Maintenance 4.0 (SNOPK)
Series of electroprojection conferences (ELEKTRO MANAGEMENT, s.r.o.)
ELKON – Electrotechnical Conference (ZEP SR)
enef (ASSOCIATION OF ENERGY MANAGERS)
Energy Management (SLOVAK COMPANY FOR ENVIRONMENTAL TECHNOLOGY)
ENERGOFORUM (sphere, a.s.)
Energy – Ecology – Economics (SLOVAK TECHNICAL UNIVERSITY OF BRATISLAVA)
Energy Efficiency in Industry (SNOPK)
Practical Maintenance Forum (IPA Slovakia)
Industry 4UM, series of events (SOVA Digital)
Conference of Electrotechnics SR (SEZ-KES)
SUZ (MAINTENANCE, MANUFACTURING AND FITTING COMPANY OF CHEMICAL,
PHARMACEUTICAL AND PAPER INDUSTRY ENTERPRISES)
Lean Management (TREND, CEIT)
National Maintenance Forum (SLOVAK MAINTENANCE ASSOCIATION)
NEWMATEC (ZAP SR)
Slovak Co-operation Exchange (SARIO)
Slovak-German Innovation Day (SNOPK)
SMART INDUSTRY (TREND, CEIT)
TRENDUSTRY – Smart Industry Conference (SOVA Digital)
Excellence in maintenance in the automotive industry (ZAP SR, SLOVAK MAINTENANCE COMPANY)
Production Management (IPA Slovakia)
Production and Logistics for Industry 4.0 (TREND, CEIT)

Partnering Organizations



Business seminars, workshops, roadshow

15th customer day ZAT, a.s.

Beckhoff roadshow: News and applications

ControlSystem: eWON flexy 205

EPLAN Efficiency days

Humusoft – Technical Computing Camp

IFS – World Conference, USA

JSP, s.r.o. – New trends in the field of measurement and control

Calibrators, s.r.o. – New trends in calibration

Competitions for students of technical schools

ISTROBOT

Siemens Young Generation Award

Trenčiansky robotický deň

ATP Journal Conferences

Robotics in Manufacturing Practice of Small and Medium Enterprises,
11. 6. 2017, Rajecké Teplice (1st year, 2017)

Intelligent Remote Access to Technologies and Devices (2014)

Slovak and international fairs



Readers' opinions on the ATP Journal and a sample of companies where ATP Journal readers work professionally

„I'm forwarding information from the magazine to my colleagues and from a lot of ATP Journal stints like ABB, etc., we work together.“

Ladislav G., designer
production of heating technology

„I've found some good suppliers.“

Miroslav Š., Specialist,
Project Coordination Division
nuclear power engineering

„In the case of temperature sensing problems, articles with theory on the principles of temperature sensing and individual types of sensors have helped us.“

Jozef Š., Designer
production of machinery

„In solving my work tasks I have been inspired by presentations of various technological solutions from your visits to Slovak companies.“

Jaroslav Š., Designer
a supplier of machinery

„After reading the article in the ATP Journal, I found the vendor to identify the machine user's RFID system.“

Jan T., Elektro division
production of machinery

„The ATP Journal has inspired me with practical solutions from practice as well as our competitors, which in reality makes up differences.“

Ján M., welding technician
manufacture of parts and fittings for tractors,
road and earthmoving machinery



Suppliers

| atp | journal |

WE CONSIDER THE REQUIREMENTS
OF BOTH SIDE.

Industrial plant



EDITORIAL CALENDAR 2019

CROSS-SECTION TOPICS

Workplace Robot – Threat or Opportunity?

HOW TO IMPROVE ENERGY EFFICIENCY IN SLOVAK INDUSTRY

Optimization and digitization of production, maintenance and logistics

	1	2
ATP Journal		
Deadlines	17. 12. 2018	7. 1. 2019
Industry	Electric power generation I. – Thermal power stations, cogeneration Water and Wastewater Industry	Oil and Gas Industry
OT and IT	Control in power industry <ul style="list-style-type: none"> • Measurement and control of steam and gas turbine ECO friendly solutions in power generation Steam distribution and treatment <ul style="list-style-type: none"> • Steam traps, regulators of steam and temperature exchangers, fittings Remote monitoring and communication <ul style="list-style-type: none"> • WirelessHART, WiFi, Bluetooth Revisions and wiring I. <ul style="list-style-type: none"> • testers, detectors and dataloggers 	Field instrumentation I. <ul style="list-style-type: none"> • Pressure & differential pressure transmitters, pressure switches • Level transmitters/sensors • Humidity, pH/redox sensors Maintenance and diagnostics I. <ul style="list-style-type: none"> • Field instrumentation maintenance and diagnostics • Asset management • Tank and gauging management Process analyzers (liquid, gas, particle) <ul style="list-style-type: none"> • chromatographs, spectrometers Solutions of Ex-environment
Industry 4.0	Embedded technology Industrial mobile technology	Maintenance 4.0 – calculation of remaining service life, automatic diagnostics, remote diagnostics Condition monitoring
Distribution at the fairs and conferences	ARTEP	NEWMATEC Fórum praktickej údržby

INDUSTRIAL ENTERPRISES?

Logistics processes – how, when and which information to collect?

3

6. 2. 2019

Electronic
and Semiconductor Industry

Drives

- Motion control systems
- Frequency converters, soft starters
- Servo drives

Industrial communication,
converters, fieldbuses

- Industrial Ethernet, repeaters and routers
- Signal converters, network quality, signal processing

Robotics I.

- SCARA, Cartesian robots, Single-axis robots

Energy management

- HW/SW/Services for energy consumption control and monitoring (electric, gas, water, steam, compressed air)

3D Printing

Additive manufacturing

Batch manufacturing

AMPER (ČR)

Konferencia elektrotechnikov SR

4

6. 3. 2019

Printing and Packaging Industry
Transport & Logistics

HMI

- Panel PC, operator panels, displays

Machine safety

- Limit switches, door switches, light curtains, scanners, safety mats, safety push buttons
- Safety control units and relays

Linear technology

- Linear systems, positioning systems
- Linear motors and actuators

Sensors I.

- inductive, optoelectronic, laser, magnetic, ultrasound

Transport and logistics

- automation and control for road and railway transportation
- HW/SW/services for logistics and warehouses

Everythings as a Service (Xaas)

Cooperating manufacture

Smart manufacturing supply chain

Logistic 4.0

Bezpečnosť technických zariadení

Energetický manažment

CROSS-SECTION TOPICS

Workplace Robot – Threat or Opportunity?

HOW TO IMPROVE ENERGY EFFICIENCY IN SLOVAK INDUSTRY

Optimization and digitization of production, maintenance and logistics

5

6

ATP Journal	5	6
Deadlines	5. 4. 2019	6. 5. 2019
Industry	Machinery Industry I. – Automotive Industry and suppliers Rubber Industry	Electric power generation II. – Nuclear, hydro and photovoltaic power plants Power engineering
OT and IT	Robotics II. <ul style="list-style-type: none"> • Robotics – welding, cutting, painting and machine handling • SW and HW for robotics programming and for visualization of robotic workplaces Industrial PC <ul style="list-style-type: none"> • Industrial and embedded PC, industrial notebooks Product process management <ul style="list-style-type: none"> • RFID, Pick-to-Light Pneumatics <ul style="list-style-type: none"> • Pneumatics valves and islands, pneumatics positioning systems 	Automation and control systems for nuclear power plants Inverters, converters and equipment for photovoltaic Switches, breakers and electrical installation equipment <ul style="list-style-type: none"> • Switches and signaling instruments, time switches Overvoltage protection <ul style="list-style-type: none"> • Fuses, breakers, surge protectors, overvoltage protection Revisions and wiring II. <ul style="list-style-type: none"> • Inspecting equipment for insulation testing, earthing, machine testers and hand tools testers
Industry 4.0	PLM SW tools for manufacturing simulation and visualization 3D area/spatial scanners	Industrial cloud devices and services
Distribution at the fairs and conferences	MSV a ELO SYS, Nitra Národné fórum údržby	ELTECH SK

INDUSTRIAL ENTERPRISES?

Logistics processes – how, when and which information to collect?

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5. 6. 2019

Pulp and Paper Industry
Wood Industry
Furniture Industry

- Control systems
 - DLC, PLC, PAC, SoftPLC
- Controllers
 - Single and multi loop
- Industrial calibration
 - Multifunctional calibrators
 - Loop calibrators, current measurement and generation
- Power supplies and UPS
 - AC-DC, DC-AC power supplies
 - UPS
- Cables, cable management
 - Cables and wires for industry environment
 - Cable trays

Cybersecurity of industrial systems, product piracy security
Artificial intelligence and machine learning in manufacturing

8

4. 7. 2019

Chemical and Plastic Industry

- Industrial fittings, armatures, pumps
 - Valves – safety, throttle and control
 - Feed- check and control flap
 - Drivers for actuators – pneumatics and electric
 - Pumps – centrifugal, gear, diaphragm
- Maintenance and diagnostics II.
 - Vibrodiagnostics, tribodiagnosics and thermography
- Connections systems
 - I/O systems
 - Industrial connectors and terminal blocks
 - Marshalling
 - SW for engineering –/CAx

Virtual, Augmented & Mixed reality

CROSS-SECTION TOPICS

Workplace Robot – Threat or Opportunity?

HOW TO IMPROVE ENERGY EFFICIENCY IN SLOVAK INDUSTRY

Optimization and digitization of production, maintenance and logistics

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10

ATP Journal	9	10
Deadlines	5. 8. 2019	6. 9. 2019
Industry	Machinery Industry II. – Original Equipment Manufacturers (OEMs)	Power transmission and distribution
OT and IT	Production lines, special purpose machines Complex automation platforms Robotics III. • Packaging, palletizing, handling Machine control systems CND/DNC Motion control • Real-time motion control systems • Positioning systems Inspection and control systems Sensing and image processing • Surface, shape and color sensors • Vision systems	Smart Grids Virtual power plants Reliability and availability of power supply • Control systems for distribution plants and substations • Load management system • Communication systems for substations Quality of power supply • Electricity quality recorders and analyzers • Enclosures and cabinets Revisions and wiring III. • Electrical installations measurement – U, f, polarity, insulation resistance...
Industry 4.0	Collaborative robotics and advanced end effector technologies Drones for industrial use	Digital twin
Distribution at the fairs and conferences	MSV Brno (ČR) ELKON	ENERGOFÓRUM Výrobný manažment Konferencia Projektanti

INDUSTRIAL ENTERPRISES?

Logistics processes – how, when and which information to collect?

11

4. 10. 2019

Food, Beverage
and Pharmaceutical Industry

Manufacturing information systems

- MES/MOM
- SCADA

Field instrumentation II.

- Flow meters – Coriolis, magnetic, vortex and ultrasound
- Temperature sensors and transmitters

Batch systems

- Batching stations and pumps

Smart Manufacturing
information systems

MES/MOM 4.0

12

4. 11. 2019

Mining, Cement and Construction Industry
Steel, Foundry and Metalworking Industry

Motors and gearboxes

- Energy efficient motors
- Low and high-voltage asynchronous motors
- Servomotors and servo drives
- Synchronous motors and generators
- Geared motors and steppers

Motor protection

Manipulators, conveyors and accessories

- Manipulators, belt & roller conveyors and accessories

Weighing and strain-gage systems

- Industrial weighing machines, Conveyor belt scales
- Strain-gage systems and sensors

Sensors II.

- Speed, velocity, acceleration and linear position sensors

Education and new professions
for Industry 4.0

Career 4.0

PRICE LIST OF INDIVIDUAL SERVICES

01

PRINT	ATP Journal
AD 1/1 A4	1 250 €
AD 1/2 A4	635 €
AD 1/3 A4	415 €
AD 1/4 A4	330 €
AD 1/8 A4	320 €
AD 1/12 A4	95 €
AD 1/8 A4 on 1. cover page	620 €
AD 1/1 A4 on 2. or 3. cover page	1 445 €
AD 1/1 A4 on 4. cover page	1 545 €
AD 1/1 on 1. inside page	1 435 €
Article 2/1 A4	515 €
Article 1/1 A4	265 €
Article 3/4 A4	240 €
Article 2/3 A4	220 €
Article 1/2 A4	150 €
News	50 €
Inserted advertisement	715 €
Inserted catalogue	950 €
Advertisement ribbon	600 €
Inside advertisement ribbon	650 €

02

WEB	atpjournal.sk	e-automatizacia.sk
Online news	70 €	
Online article	160 €	
Wall baner	450 €/month	300 €/month
Square baner (367 x 367 px)	420 €/month	300 €/month
Leaderboard (728 x 90 px)	350 €/month	200 €/month
Rectangle (733 x 83 px)	240 €/month	150 €/month
Top baner (170 x 303 px)	140 €/month	75 €/month
Logo + link	110 €/month	85 €/month
Standard registration		100 €/ till 31.12.2019
Premium registration		500 €/ till 31.12.2019

PRINT + WEB	ATP Journal + www.atpjournal.sk
Exclusive news	150 €
Exclusive article	480 €

All prices are excluding VAT.

Information and orders: mediamarketing@hmf.sk

03	ONLINE	
	DirectMail	240 €/pc

06	TRANSLATIONS	
	Translations from EN to SK	Price is set according to the requirements and complexity

04	VIDEO	
	Industrial reportage	Price is set according to the requirements and complexity
	Product video	
	Video business card	
	Event or conference video	
Event or conference video		

07	EVENTS	
	Partner of the event	500 – 1100 €
	Media support	Price is set according to the event and the scope of partnership

05	ANALYZES AND PAPERS	
	Partner of analyze	450 €

All prices are excluding VAT.

ADVERTISING PACKAGES

Name of the package Freedom (SLOBODA)	Price of the package	Discount of the package	Rebuys discount
ŠTART	500 €	3 %	3 %
MINI	1200 €	5 %	5 %
MEDIUM	2400 €	8 %	8 %
BIG	4000 €	13 %	13 %
SUPER	6000 €	18 %	18 %
MAXI	10 000 €	22 %	22 %

Information and orders: mediamarketing@hmh.sk

General Business Terms and Conditions of HMH, s.r.o.

1. Initial Provisions

- 1.1 The General Business Terms and Conditions of HMH, s.r.o. (the „GTC“) published in accordance with the provision of the Commercial Code regulate the contractual relationships between HMH, s.r.o., Tavarikova osada 39, 841 02 Bratislava 42, identification No. (IČO) 31356273, VAT identification No. (DIČ) 2020345679, VATIN SK2020345679, editor of the ATP Journal technical monthly and ATP Journal PLUS electronic technical periodical and operator of the websites as the Supplier, and the Customer, who, by sending an order, orders the performance of the services connected with the publication of advertisements in the ATP Journal magazine or on the websites operated by the Supplier, or performance of additional services, as specified in the list of prices for services and list of unit prices for the services provided by HMH, s.r.o. (the „Price List“).
- 1.2 The GTC, Price List and Instructions to Perform Services Connected with the Publication of Advertisements and Additional Services (the „Instructions“) are published in the MedialInfo section of HMH, s.r.o., or on the websites operated by the Supplier. By the issue and signing of an order, the Customer confirms that it agrees with these GTC, Price List and Instructions without any reservations.

2. Services to be Provided

- 2.1 The subject of the performance is the delivery of the ordered services in the order of the Supplier to the Customer subject to the Terms of Delivery, Payment Terms and Instructions..
- 2.2 „Services“ means that the Supplier shall provide the Customer with the opportunity to publish blanket advertisements (the „Blanket Advertisements“), advertising articles (the „Advertising Articles“) and additional Services according to the binding orders of the Customer. The Services may be ordered as individual Services or as a package of the Services defined in the Price List.

3. Purchase Price of the Services

- 3.1 The prices for each and every Service, as specified in the Price List, shall be binding on the Supplier, as well as on the Customer.
- 3.2 The Price List determines purchase prices for the individual Services and prices for the packages of Services. The packages mean the combinations of the individual Services, as defined by the Price List. Any other Services beyond the framework of

the price for a package shall be purchased by the Customer with a discount corresponding to the relevant package of Services within the calendar year, for which they were ordered. The ordered Services and any package of Services shall be provided during the calendar year, for which they were ordered.

- 3.3 Where more than one package of Services is concerned, the discounts shall not be accumulated. If other Services beyond the framework of any ordered package are purchased, the highest of the discounts, as defined in the Price List, shall apply.
- 3.4 Agency discount is 15%. Agency discount cannot be combined with discounts on a service packages.
- 3.5 Confirmation of an order shall constitute approval of the purchase price of the Services by both parties.

4. Delivery Terms

- 4.1 The order placed serves both sides as a contract based on which the Supplier starts supplying the ordered services. The services supplied (publishing commercials, advertisements, or supplying internet/electronic or supplementary service) can only be filled if the following conditions are met:
 - a) a properly completed order signed on both pages is delivered from Customer to the Supplier;
 - b) the order unambiguously specifies the method and schedule of payment.

If the method of payment is specified as a lump sum payment, the Supplier will provide no service ordered until the price of the service or package has been paid by the Customer in advance. The decisive date is the date on which the payment has been credited to the account of HMH, s.r.o. The deadline on which the payment has been credited to the account of HMH, s.r.o. is one day before edition deadline of the particular journal issue / one day before publishing deadline of the ordered internet/electronic service at the latest.

If the method of payment is specified in the order as a partial payment, the Supplier has the right to bill the Customer by the method specified in the order, regardless of implementation deadlines for various services (mailing the journal for distribution, publishing the service at the website or by emailing).

- 4.2 The Customer shall deliver any and all documentation, as specified in the Instructions and the relevant order, before the closing date of the relevant issue or day when the Services connected with the

websites or electronic Services are to be provided.

- 4.3 The closing dates of the relevant issues of the magazine are published in ATP journal on the websites.
- 4.4 The Customer shall deliver the banner documentation at least 3 business days before the publication thereof, the banners being published throughout a calendar month, unless agreed otherwise in the relevant order. Upon the preparation of the banner documentation, the principle of banner display on the websites operated by the Supplier needs to be taken into account, namely their replacement every 22 seconds. The maximum duration of the banner flash animation on www.atpjournalsk and www.e-automatizacia.sk and shall be 20 seconds.
- 4.5 The postponement of the individual ordered Services and Services from the package of Services until the publication of the magazine issues or, as the case may be, the months other than the ordered ones is only possible in writing and at least 30 days before the closing date of the relevant issue or date when the relevant on-line/electronic Services are to be provided. The provision of the Services may not be postponed until the calendar year other than the one, for which the Services were ordered.

5. Payment Terms

- 5.1 The Customer shall pay the purchase price for the ordered Services, including VAT on the basis of an invoice issued by the Supplier.
- 5.2 The invoice is due 14 days net, whereby it is considered paid on the day when the invoiced amount has been credited to the Supplier's account. Failure to pay the invoiced price within 30 days after the due date is considered a gross violation of the Customer-Supplier relationship; the contractor ceases to provide services ordered by the Customer.
- 5.3 In case of specific package services defined by the Pricelist, there is an option between advanced payment of the full amount for ordered services, and partial payment is available. If the order specifies the payment method for the payment of the bundles as a partial performance – the Supplier issues invoices to the Customer as specified in the order, regardless of the delivery dates of the individual services (sending the magazine by post to distribution, publication of the service on the website or sending via e-mail).
- 5.4 By payment of the purchase price, the Customer shall not be entitled to any part of the Blanket Advertisements, Advertising Articles or Services processed and created by the Supplier. Any

other materials and documentation delivered by the Customer in order to process the Blanket Advertisements, Advertising Articles or Services shall be returned to the Customer at its request. The editorial team shall not store or return to the Customer any of its materials or documentation, if the Customer fails to request the same within 30 days following the first publication of the Blanket Advertisements, Advertising Articles or Services.

- 5.5 Any and all costs of the interbank transfer of the payment made by a foreign Customer shall be borne by the Customer.
- 5.6 In case the Customer's delay in payment of the purchase price, the Supplier has a right to claim interest on late payment of 0,01% of the amount due the day of delay; this does not affect other Supplier's claims related with the Customer's delay.

6. Cancellation of Orders

- 6.1 The Supplier shall be entitled not to provide the Services (withdraw from the agreement), if the Customer fails to meet the conditions under Sections 4.1, 4.2 and 4.4.
- 6.2 The Notice of Withdrawal shall be in writing and include the reason for withdrawal. In such case, the Supplier shall incur no further liabilities to the Customer.
- 6.3 The Customer may only cancel its order in writing, sending a notice to that effect to the Supplier. The Supplier shall not accept any other form of cancellation of an order. The order shall be deemed cancelled as at the date when the notice of cancellation is delivered to the Supplier.
- 6.4 The order may be cancelled, and the price paid for the order may be returned to the Customer as follows:
 - a) 100% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing more than 30 days before the use of the first Service, i.e. more than 30 days before the closing date of the first Service according to the itemized list;
 - b) 50% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 30 to 16 days before the use of the first Service, i.e. 30 to 16 days before the closing date of the first Service according to the itemized list;
 - c) 0% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 15 days or less before the

use of the first Service, i.e. 15 days or less before the closing date of the first Service according to the itemized list;

- d) 100% of the price paid for the package of Services without the itemized list – if the Customer cancels the order in writing, provided however, that the Customer did not use any single Service from the package;
- e) 0% of the price paid for the package of Services with or without the itemized list – the Customer shall not be entitled to cancel the individual Services from the package of Services or require a refund for the unused parts of the package;
- f) 100% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service more than 30 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- g) 50% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 30 to 16 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- h) 0% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 15 days or less before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- i) 0% of the price paid for the registration of companies on www.e-automatizacia.sk and since as soon as the relevant payment is made, this Service is automatically activated for the period of the ordered calendar year.

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- b) promote any racial or religious intolerance or any form of violence.

8.2 The Blanket Advertisements or Advertising Articles shall be in such graphical and textual form, which corresponds to the graphical style and design of ATP journal, taking into account the Customer's proposals and wishes.

9. Final Provisions

9.1 The Supplier reserves the right to stop publishing of journal or websites maintenance listed in Art. 1 of these Terms anytime. The Customer has right for refunding of aliquot portion of the purchase price corresponding to the ordered and paid services, that the Supplier did not provide by reason of the quit of the publishing of journal or operation of websites listed in Art. 1 of these Terms; in these cases the Customer has no right for compensation of any losses, damage or lost profit.

9.2 Unless otherwise regulated hereby, the relationship between the Supplier and the Customer shall be subject to the provisions of the Commercial Code of the Slovak Republic. In the event of any dispute, the parties shall first seek conciliation by a mutual agreement. In the event that the parties fail to reach a mutual agreement, any such dispute shall be resolved by a court with local jurisdiction (where the Supplier's registered office is located).

9.3 In the event that any provision hereof is in conflict with the legal regulations in force, the validity of such provision shall become null and void, without prejudice to the other provisions, which shall remain in full force and effect and the relationship between the Supplier and the Customer continues to be governed by them.

Valid as of January 1, 2019 for the Services ordered for 2019.



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