Official member magazine of BDK – Professional Association of German Orthodontists e.V.

kfo.info is the official publication of the Professional Association of German Orthodontists (BDK e.V.) with important information for orthodontists on topics such as healthcare and professional politics, continuing education, clinical and practice organization, reimbursement and news about BDK activities on a national and regional level. kfo.info is distributed exclusively to orthodontic specialists with a total circulation of 3,000 copies per issue.

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Circulation: 3,000 copies

Readership: Orthodontic specialists, all members of BDK e.V., all universities with an orthodontic department and healthcare multipliers (German Dental Associations and its regional affiliates, statutory and private health insurers, specialised publications, lobbyists, etc.)

Frequency: 6 times a year (towards the end of the months February, April, June, August, October and December)

Deadline for Bookings: 6 weeks prior to publishing

Artwork deadline:
- for issue 1/2015 2015-01-27
- for issue 2/2015 2015-03-25
- for issue 3/2015 2015-05-26
- for issue 4/2015 2015-07-23
- for issue 5/2015 2015-09-25
- for issue 6/2015 2015-11-23

Printing: Offset printing
Rates

Size: DIN A4 (210 x 297 mm) 
Type area: 175 x 242 mm 
Trim: 3 mm on each side

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Discounts: 6 x per year 20 %, 4 x per year 10 %, 2 x per year 5 %
Agency Commission: 10 %
Bleed format: only with full-page ads
Specials: on request
Loose inserts: up to 25 g, 890,00 Euro (plus related post charges). No discounts for inserts. Requested quantity: 3.100 copies

All rates are quoted in Euro.
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Formats

1/1-page
175 x 242 mm
Bleed:
216 x 303 mm

1/2-page
horizontal
175 x 128 mm*

1/2-page vertical
86 x 242 mm*

1/3-page
horizontal
175 x 83 mm*

1/3-page vertical
55 x 242 mm*

* Only type area formats.
Digital print material

**Software:** Photoshop CS5, In Design CS5, Freehand 10, Illustrator CS5, Adobe Acrobat 9, Postscript files, MS Office 2010 (by agreement),

**General:** Do not send your material as an open file, but as EPS, TIFF (minimum 400 dpi) or PDF and inject the fonts into the file. If this is not possible, please enclose the fonts.

**Data transmission:** cs@msmedia.de or directly anzeigen@kfo-info.de

**Artwork:** Coloured images in the CMYK colour space in JPG, TIFF or EPS formats. Image resolution: 300 dpi (for 100% reproduction); stripes: minimum 800 dpi (ideally 1200 dpi).

**Colours:** Please work within the CMYK colour spectrum. If required, send process colours in an extra file using an exact notation (to be arranged with the publisher in advance).
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Terms and Conditions for Advertisements and Inserts in Newspaper and Magazines

1. For reasons of organizational effectiveness, economic considerations and our determinati-
on to treat our customers fairly and equally, the following General Terms and Conditions can-
not be altered or modified and shall also prevail if the other party is using different or contrary
terms and conditions. This Clause shall only be applied in legal dealings with an enterprise,
a legal entity under public law or a special fund under public law. The General Terms and
Conditions valid on the day of the contract date shall prevail.

2. “Advertising sale” means any contract concerning the publication of one or more adver-
tisements on behalf of a commercial enterprise in a periodical publication for distribution pur-
poses. Pull-out and fly leaf supplements are considered advertising for the purpose of these
Terms and Conditions.

3. An advertising sale shall be considered binding for the Client if the corresponding purchase
order has been provided in person, by phone, in writing, by letter or by email. If the
Client exercises his right to withdraw the purchase order, the publisher and the advertising
agency must be correspondingly instructed no later than 7 weeks before the publication date.

4. Unless the confirmation of order is not objected within eight days, the order is placed
irrevocable. Afterwards cancellation is only possible in justified cases and has to be carried
out in written form six weeks before the deadline for bookings at the latest. Irrespective of
the justification a 50 % cancellation fee of the price agreed is charged generally. After cancella-
tion quantity discounts will be adjusted according to the discount situation, and if necessary,
claimed for already performed services.

5. An advertising sale shall be considered binding for the Contractor once the written con-
firmation has been issued. Orders for pull-out and fly leaf supplements can only become
binding for the advertising department after a sample has been received and approved. If the
advertising department does not receive an objection from the Client within 10 days, the
order shall be fulfilled as stated in the confirmation. The objection period for urgent orders (in-
cluding those received by phone) which need to be processed immediately by the advertising
department is 24 hours.

6. The publisher shall be entitled to refuse advertisements on the basis of their content, origin
or technical form in compliance with standard procedures and reasonable publishing poli-
cies — even after a contract has been concluded — if the content is unlawful or immoral or if it
violates official regulations or if a publication would be unacceptable for the publisher.
The same applies to pull-out and fly leaf supplements. They can also be refused if their format
and presentation seem intended to create the impression that they are an integral part of
the magazine or paper.

7. No guarantee can be provided for the publication of advertisements or supplements in
certain places. The publisher reserves the right to modify the content and/or the layout of
his publication at any time. Circulation figures are provided without obligation or guarantee.

8. The publisher guarantees the faithful print reproduction of the advertisement as provided
by the Client. Minor deviations of the final print and colours from the original are possible and
shall not be considered as deficiencies under § 633 BGB (German Civil Code). If the printed
advertisement has serious flaws, the Client shall be entitled to a reduction. In the event of
grave defects which significantly undermine and impair the purpose of the advertisement,
the Client shall be entitled to the publication of a faithfully reproduced replacement adver-
tisement. If this replacement advertisement again turns out flawed, the Client shall have
the right to reduce his payment or to cancel the order. The Client shall be responsible for
the quality of the reproduction. The Contractor is not liable for defects in advertisements
which result from defects or deficiencies of the print masters. This shall also apply in the
event that any defects or deficiencies of the print masters have not been immediately reco-
gnized or become apparent only in the printing process. No guarantee can be given for the
faithful reproduction of advertisements and/or modifications ordered by telephone. Adver-
tisements which have been designed in such a way that their nature as commercial messa-
ges is not immediately apparent may be signposted as such by the advertising department.

9. The publisher reserves the right to refuse any advertisement order — including individual
insertions covered by an existing contract — or supplement order on the basis of content,
provocation or technical format, following standardized and objectively justified principles
as laid down by the publisher, if the content of the advertisement or supplement is held to be
in violation of any laws or regulations or if their publication is incompatible with the
publisher’s own interests or otherwise unacceptable. This is also true of any orders placed
with agents or representatives of the publisher. Supplement orders will be binding upon the
publisher only after a sample of the supplement has been received and approved. Supple-
ments which, by virtue of their format or design, may create the impression in the reader’s
mind that the supplement is a constituent part of the newspaper or magazine or supple-
ments that contain third-party advertisement will not be accepted. The customer alone is
responsible for the protection of any image or text copyright or any other rights pertaining
to the contents of advertisements or supplements. The publisher will make no attempt to
determine whether any such rights exist. In the event that the publisher is aware of the fact
that the rights of a third party are violated, the publisher has the right to refuse the corre-
ponding advertisement or supplement order. The customer will be immediately notified of
any refusal.

10. Advertising orders must be fulfilled within one year of the contract date. If the Client has
been given the right to call off individual advertisements, the order must be fulfilled within
one year of the publication of the first advertisement. The Client shall be entitled to call
off additional advertisements within separately agreed periods. The tariff chart valid at the
time shall be considered a part of the agreement. The discounts specified shall only apply to
the advertisements published within a period of one year. If the order is extended within the
course of the insertion period, the higher discount rate will be retroactively applied to the
advertisements already published. If the order is reduced, the lower rate will be correspon-
dingly applied.

11. Warranty and compensation claims based on obvious defects shall be ruled out unless they
have been duly and formally notified in writing within four weeks of the publication date.
§ 638 BGB shall not be affected. In the event that the order cannot be fulfilled due to reasons
beyond the responsibility of the publisher, the Client shall be obliged to reimburse the publis-
her for his costs (typescript, film production etc.). If the purchased advertisements have only
been partially published due to reasons beyond the responsibility of the publisher, the Client
shall have to make an appropriate pro-rata payment Discounts shall be calculated on the basis
of the number of actually published advertisements. In cases of ordinary negligence on the part
of the Contractor, his legal representatives or vicarious agents, any compensation claims of the
Client due to the non-publication or delayed publication of his purchased advertisements shall
be limited to immediate damages which may be deemed foreseeable and typical for agree-
ments of this kind. The Contractor shall not be held liable by enterprises in cases of ordinarily
negligent violations of immaterial contractual duties. These limitations of liability shall not apply
to damages caused intentionally or through gross negligence and personal injuries.

12. Invoices must be paid in full within 30 days after the invoice date. If the Client has failed
to make his payment by the due date, the publication of any additional advertisement can be
made conditional upon the pre-payment of the respective fee and the settlement of all outstand-
ing invoices, not with standing the originally agreed term of payment. If the Client exceeds
the term of payment, all payable amounts will become due immediately, including the fees for
advertisements currently in print which have not yet been formally invoiced. The advertising de-
partment demands pre-payment for recruitment ads and occasional ads. The advertisements
will only be inserted after the invoiced amount has been received. If the invoice address is
different from the Client’s postal address, this address will need to be identified as such.

13. Delayed and deferred amounts are subject to an interest rate of 8 percent above the basic
interest rate plus the collection costs. Reminders will be issued at a charge of 5.00 each.
The Contractor reserves the right to fulfill an order only after he has received the corre-
sponding advertisement or supplement order. The customer will be immediately notified of
any refusal.

14. All contracts are subject to German Law. Place of performance is Fuchstal. Place of ju-
risdiction for all rights and obligations including those emanating from bills and cheques is
Augsburg, inasmuch as the Client is a full trader, a legal entity under public law or a
special fund under public law.

15. Contracts between autonomous subsidiary publishers in other countries and their custo-
mers are subject to the laws of the country where said subsidiary has been duly registered.
Place of performance and place of jurisdiction is the domicile of the subsidiary publisher.

16. Any divergent provisions must be confirmed in writing.

17. We point out that the personal data required for purposes of distribution and the perfor-
mance of contractual duties have been stored by us or by third parties.

18. If for certain reasons some of these terms and conditions were found to violate legal regu-
lations, the other terms would continue to be valid. In all business dealings with enterprises,
any wholly or partially invalidated provision shall be replaced by a regulation which reflects
the economic purpose and intention of the original provision as faithfully as possible.