Advertising Rate Card for 2019

The only Austrian trade journal that covers all aspects of water and waste management.

ÖWAW Österreichische Wasser- und Abfallwirtschaft

PUBLICATION FREQUENCY:
6 issues per year

PRINTRUN:
4,500 copies

FOUNDATION YEAR:
1910

WEBSITE:
springer.com/506
Advertising Rate Card for 2019

Nr. Closing date for ads Publication date Focus
1-2 Jan., 24 Feb., 12 125 years of hydrography: hydrography in Austria, Central Hydrographic Office, running waters, standing waters, measuring sites, monitoring, Hydrographic Yearbook, Federal Ministry of Sustainability and Tourism
3-4 March, 26 April, 12 Sediment management: running waters, connectivity, barrage fixes, high/low water, sampling, sediment management
5-6 May, 28 June, 14 Food waste: biogenic waste, waste prevention, biogas production, cofermentation, food waste collection, composting
7-8 July, 31 Aug., 19 Digitalization in urban water management: management information systems, remote monitoring, drinking water, general drainage, legal issues
9-10 Sept., 26 Oct., 15 Groundwater modeling: groundwater, deep groundwater, water supply, modeling, software products
11-12 Nov., 26 Dec., 13 Lake Neusiedl: standing waters, ecosystems, water quality, monitoring, quality assurance
## AD SIZES AND RATES

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TYPE AREA (Width x Height in mm)</th>
<th>BLED OFF (Width x Height in mm)</th>
<th>SINGLE PRICE</th>
<th>FULL YEAR (6 issues at a 30% discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>170 x 260</td>
<td>210 x 297</td>
<td>€ 3.190,–</td>
<td>instead of € 19.140,– only € 13.398,–</td>
</tr>
<tr>
<td></td>
<td>horizontal 170 x 127</td>
<td>210 x 147</td>
<td>€ 2.130,–</td>
<td>instead of € 12.780,– only € 8.946,–</td>
</tr>
<tr>
<td></td>
<td>vertical 82 x 260</td>
<td>102 x 297</td>
<td>€ 1.650,–</td>
<td>instead of € 9.900,– only € 6.930,–</td>
</tr>
<tr>
<td>1/2</td>
<td>170 x 84</td>
<td>210 x 99</td>
<td>€ 1.390,–</td>
<td>instead of € 8.340,– only € 5.838,–</td>
</tr>
<tr>
<td></td>
<td>vertical 53 x 260</td>
<td>68 x 297</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>horizontal 170 x 62</td>
<td>210 x 72</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>portrait 82 x 127</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**AdSpecials**

More advertising power for your product:
- Flaps, banner ads, fold-out pages, tip-on cards, bookmarks – just ask! (prices available upon request):
  - Two-page advert
  - Teaser
  - Insert
  - Bookmark
  - Advertorial
  - Special issue

**15% discount** in combination with adverts in the German journals "Wasser und Abfall" and "Wasserwirtschaft"

---

**BOOK NOW!**

Your Contact:
Renata Auth
Phone: +43 1 330 2415 221
Mobile: +43 676 836 69 221
E-Mail: renata.auth@springer.at

---

**PLACEMENT REQUESTS:**
- U2 or U3: 10%
- U4: 30%
- Special placement requests: 5%

**TECHNICAL INFORMATION:**
- **Printing method:** Offset, grid pattern 60.
- **Trimming edge:** for bled-off advertisements, 4 mm for each edge (also in the bleed)
- **Print-ready materials:** PDF files submitted by email, Colour files (CMYK, 300 dpi resolution) are mandatory. If non-standard materials are submitted, a preparation fee will be charged.

**TERMS OF PAYMENT:** Within 30 days of invoice receipt with no deductions.
Remittance to Springer-Verlag GmbH
UniCredit Bank Austria AG
IBAN: AT 93 1100 0002 8313 0300
BIC: BKUAATWW
Advertisements and special reports are subject to 5% advertising tax and 20% VAT. Special publications are subject to 10% VAT. International orders are exempt from VAT; in this case, a UID number is required for EU States.

---

Springer-Verlag GmbH | Prinz-Eugen-Straße 8–10, 1040 Vienna/Austria
Tel.: +43 (0) 1/330 24 15-0 | Fax: +43 (0) 1/330 24 26
www.springer.com | www.springer.com/506
1. Agreements additional to or differing from the publisher’s terms and conditions are only binding when they were confirmed in writing by the publisher.
2. Verbal agreements and information regardless of what kind, particularly with employees of the publisher, are non-binding. Agreements and information are accepted by the publisher as binding only when they take place in written form.
3. It is the responsibility of the client, to inform himself about the respectively valid advertising rates and the amount of the accruing duties and taxes (particularly advertising taxes and value added taxes) before the placing of the advertisement.
4. The publisher reserves the right, to withdraw from implementing the orders at any time and without stating the reasons, but particularly in the case of default in payment or for legal considerations. This also applies in the case of the existence of an annual contract or a contract for repeated appearance of publications. The rebate is granted in accordance with the extent of the actual sales volume.
5. The client guarantees the publisher, that the advertisement (including images) violates no legal conditions and the rights of third parties are not infringed upon. The client commits himself to indemnify and hold the publisher harmless from and against all claims, which are based on the published advertisement (including images) as well as to provide full satisfaction for the resulting disadvantages. This applies particularly to all types of claims under Competition Law, unless these are asserted by competitors of the client or by competitors of the publisher, to copyright claims of any kind, insertion costs of replies, whose publication was assigned to the publisher by the court, administrative authority and juridical penalties, compensations under the Media Law, claims for damages of whatever type and claims for publications of judgments or notices according to the Media Law. The obligation of the client to indemnify and hold the publisher harmless is understood including all incidental procedural costs. The publisher is not obligated to examine the advertisement or a reply request. This also applies analogously to all other comparable consequences, for example, notices according to Art. 37 of the Media Act. The publisher reserves the right to reject orders without giving reasons.
6. The publisher is entitled, at any time even without consultation with the client to designate insertions as “advertisement,” “advertising” or “non-gratuitous insert.” The decision as to whether such a designation is necessary or purposeful is thus incumbent exclusively upon the publisher. If, as an exception, the publisher should omit such a designation at the request of the client, the client is liable for any disadvantage accruing therefrom to the publisher.
7. In the case of placing orders or text changes by telephone, complaints regarding hearing mistakes or composition errors are not recognized by the publisher.
8. Arbitrary contractions of words, which lead to unusual and ungrammatical word formations, are rejected. The publisher reserves the right to make word cuts, which do not misrepresent the meaning of the advertisement. The publisher reserves the right to typeset texts according to the new spelling rules.
9. Advertisement changes by telephone must subsequently be confirmed in writing, however, still before the ad deadline.
10. Responsibility for the timely provision of the copy material resides with the advertisers. The publisher is liable for the printing quality only if flawless copy or advertising material such as prospectuses, etc. are provided. The utilization of the copy material takes place without guarantee subject to the customary diligence. Prospectus supplements and copy material are to be delivered free to the publisher.
11. With special forms of advertising (stick-ons, tip-on cards, etc.) a 100% guarantee of quality cannot be given for technical reasons (a tolerance limit of 5% is regarded as agreed upon).
12. The duty to store the copy material ends three months after the appearance of the advertisement, unless another agreement was expressly made.
13. The publisher assumes no liability for copy material placed at its disposal.
14. Press-proofs are produced by explicit request. With failure to return the press-proofs in due time the authorization for the printing is regarded as granted.
15. Costs, which arise through substantial change of the originally agreed upon design as well as the copy material provided, are charged to the client.
16. With cancellation of the orders for the text or advertisement section (as far as this is technically still possible for the publisher) an amount of 20% of the value of the advertisement is billed as reimbursement of costs.