

## **Additional terms for audio**

Advertising tests in podcast episodes and other audio advertising are in addition subject to the following provisions, which have priority over the GTCs of AD ALLIANCE:

The agreement of thematically appropriate environments / thematic plans is subject to editorial changes.

The Client will supply AD ALLIANCE with the advertising material, information and data necessary for AD ALLIANCE to provide its services. The Client bears the risk of transmission. In the event of late or incomplete delivery the Client shall be obliged to pay the order value in full.

The Client transfers to AD ALLIANCE the rights of use for the delivered advertising material, information and data to the extent necessary in terms of time, location and content for the execution of the order, in particular the right to transfer the usage rights to third parties commissioned for processing, such as hosting providers.

The Client sends AD ALLIANCE the completed briefing form no later than 28 working days before the agreed campaign start (or publication of the booked episode).

Advertising integrations are generally implemented by AD ALLIANCE as a full service. The "Additional terms for production orders" apply to design and production, with the proviso that the Client is only entitled to correction requests with regard to the advertising text within one correction run; Further correction runs are generally not possible. It may be necessary to coordinate the content with the editorial team / host based on the product specifications and quality guidelines for podcast advertising. If AD ALLIANCE does not receive any correction requests within 3 working days, the integration is deemed to have been accepted.

The reservation of advertising placement is subject to change. There is no entitlement to a reserved placement as long as no booking has been made and confirmed.

For the broadcast of a podcast episode and other audio advertising, the provisions in Section B.2 of the GTCs apply accordingly.

The tracking and reporting standards known from the InStream and InPage range of AD ALLIANCE do not apply to the podcast sector.

Free cancellation by the Client is possible up to 6 weeks before the agreed broadcast date, unless direct costs have already arisen for the specific order by then, these costs are borne by the Client. Terminations are only effective if in text form. Terminations or changes to advertisements or other forms of advertising associated with an audio campaign are without terminating the audio campaign only possible with the consent of AD ALLIANCE.

If the production or implementation of the audio campaign fails in whole or in part for a reason for which AD ALLIANCE is not responsible, the implementation will be rescheduled. The claim for the fee shall be unaffected.

Production costs are billed separately; They are subject to discount cash, do not generate discounts and are not part of other customer and agency-related agreements.

AD ALLIANCE can use the completed audio campaign as part of case studies for illustrative purposes. This applies to the preparation of PPTs with graphics that also depict the Client's content, for recordings of the integration, standard reporting parameters (anonymised) and, if necessary, accompanying research carried out by the AD ALLIANCE.



Advertising material designed by AD ALLIANCE for the Client may only be used to carry out the audio campaign on the AD ALLIANCE portfolio. The Client is not granted any further rights.