

General Terms and Conditions

for Advertising in the RP Photonics Buyer's Guide and the RP Photonics Encyclopedia

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In the following,

- “BG” means the RP Photonics Buyer's Guide (<https://www.rp-photonics.com/buyersguide.html>),
- “encyclopedia” means the online RP Photonics Encyclopedia (<https://www.rp-photonics.com/encyclopedia.html>),
- “customer” means a company or institution paying for the Advertising Package with enhancements of their company and/or product displays in the RP Photonics Buyer's Guide and the Encyclopedia, and
- “RP Photonics” means RP Photonics AG (<https://www.rp-photonics.com/company.html>)

1 Position and Limitations of Advertising Displays

1.1 Company Profiles

Each company profile in the BG is displayed on a separate web page. A company profile can be reached by users in different ways, including:

- from an alphabetical list of all registered companies
- from each supplier list for any specific product category for which the company is registered

Enhanced company entries for customers with the “Advertising Package”, can contain in particular:

- a company logo
- a description of the company
- a large image, e.g. of the company building or a set of products
- a table with descriptions for all registered product categories
- links to social media pages of the supplier at LinkedIn, YouTube and others
- various other details, such as exhibitions, news, etc.

1.2 Product Entries

Customers having the Advertising Package can have an unlimited number of product categories where their product descriptions are displayed in the BG. That number influences the price of the Advertising Package.

For each product registered in the BG, there is a page with suppliers for that product. That page contains

- a table containing only the suppliers having the Advertising Package (randomly reordered for each page view), and
- a table of all other suppliers offering that product.

Apart from the additional appearance, each enhanced product contains:

- the company logo, linked to the supplier’s website
- a description of the offered products. That text can contain additional HTML links to product-specific web pages on the supplier’s website. These descriptions are very important, as website users read those to decide which supplier websites to visit.

Product descriptions need to be informative and should avoid aggressive marketing language. Primarily, they must be useful for the users of the BG. Therefore, RP Photonics reserves the right to modify product descriptions accordingly.

The customer can have only those products listed which are also mentioned on the customer’s own website. RP Photonics reserves the right to remove product listings if it cannot verify that these are indeed mentioned on the customer’s website. This is to make sure that users of the BG obtain high-quality supplier information.

1.3 Entries in Encyclopedia Articles

The BG is intimately linked with the RP Photonics Encyclopedia, which is hosted on the same website. For a product of a supplier with the Advertising Package, advertising information is displayed in the corresponding encyclopedia article, provided that such an article exists¹. Supplier logos, linked to the supplier websites, are displayed in a box which appears in a column right of the encyclopedia article. In addition, there is a section at the end of the encyclopedia article, containing the logo and the product description and image. The suppliers appear in random order, with equal chances for each one to appear at the top.

1.4 Banners in the Right Column

Banners are displayed on the right side of all pages of the BG and the RP Photonics Encyclopedia, including a variety of related pages (e.g. the blog “The Photonics Spotlight” on the same website). Each time when the page with the banner is displayed, one of many banners is selected randomly. An advertising banner of the customer has a certain probability of being displayed.

Such a banner is included in the Advertising Package (for its whole duration) and can occasionally be changed.

2 Responsibilities

2.1 Responsibility for the Content

Within one week after the advertisements start, the customer will check whether the displayed data on all relevant web pages are correct, and will notify RP Photonics immediately if any corrections need to be done. If any relevant data change later on, the customer will also notify RP Photonics immediately. In particular, but not exclusively, it is important that the following data are correctly displayed:

- company address and contact details, including the website address

¹ There are encyclopedia articles for the majority of such products.

- offered products and their descriptions: in particular, only such products will be displayed which customer really offers and mentions on the own website (whereas there is no obligation for customer to have all offered products displayed)

RP Photonics will implement later corrections or modifications of the advertisement, as requested by the customer, at no additional charges, provided that such changes are not required very frequently.

The customer will at all times have the right to have his advertisement(s) removed for any reason within 5 working days after notification of RP Photonics, but only in specific cases as explicitly defined in this agreement will the customer have a right for a reduction of the charges agreed upon in this agreement.

The customer assures that the content of the advertisement(s) (text and images) and the advertised goods or services do not violate any law and do not infringe rights of third parties, such as e.g. a copyright or trade mark. The customer takes over the legal responsibility for potential problems resulting from such violations or infringements. In case there is a reasonable evidence of such violations or infringements, RP Photonics will have the right to remove or modify the corresponding advertisement. In that case, the customer has a right to get any paid charges reimbursed only if the customer proves that the alleged violation or infringement was and is nonexistent. Also, the customer will hold RP Photonics harmless against any charges related to such violations or infringements.

The customer further assures his or her ability to deliver any products mentioned in the advertisement(s) within a reasonable period of time for any orders placed within the time where the advertisement is displayed on RP Photonics's encyclopedia website. If RP Photonics receives any complaints with reasonable evidence, arising from the customer's inability to deliver advertised goods, or any other complaints concerning violation of generally accepted rules of business, RP Photonics will have the right to terminate this agreement prematurely, or to remove at least some of the advertisements. In that case, RP Photonics will reimburse any already paid charges applying to the period of time where the advertisement has been prematurely removed, unless the customer has undertaken a breach of applicable law or the agreement with RP Photonics.

2.2 Availability of the Website

RP Photonics operates its website based on the service of a website hosting provider. It uses a high-quality hosting product from a provider which is known to be reliable. The availability of the website is usually very high, and the server generally responds very quickly. RP Photonics will do its best to maintain this high standard. Should there be any serious problems which significantly degrade the advertising value, RP Photonics will offer affected advertising customers an appropriate compensation, e.g. in the form of a free extension of the display period.

2.3 Website Statistics

The page views registered by the web server and the referrals to the supplier's website are import metrics for judging the value of the offered advertising.

RP Photonics displays some general statistical data on its website (https://www.rp-photonics.com/bg_statistics.html). In addition, RP Photonics provides the customer at least with the following advertiser-specific statistical information as obtained from the web server:

- Traffic by pages: number of page views and referrals to the supplier's website – for the company profile, for each supplier page for a product of the supplier, and for each encyclopedia article in which an ad of the supplier appears. These data are the sums from the beginning of the current advertising period to the previous month.
- Traffic by months: number of page views and referrals by month for up to 36 months (possibly even beyond the beginning of the advertising). Shown are the data for the company profile and sums for all supplier pages and for all encyclopedia articles.

These numbers are regularly extracted from statistics files created by software running on the web server. RP Photonics cannot guarantee the correctness of these data, but it takes all reasonable precautions to ensure that these data are correct. Strict filtering procedures are applied in order to remove artificial influences e.g. caused by web robots.

RP Photonics will in no case manipulate data e.g. by causing large numbers of page requests by computers under its control. Only a small number of such page requests caused by RP Photonics itself is allowed for testing purposes.

2.4 Changes of the Advertising Details

RP Photonics reserves the right to modify details of the offered advertising. In its own interest, RP Photonics will always take care to at least preserve the advertising value for its customers.

3 Renewing the Entries

The enhanced displays in the BG are agreed for some advertising period, which is usually one year. There will be **no automatic renewal**, i.e., the customer will have to pay for a further advertising period only after giving the explicit consent to that.